Carmel Valley Outlook

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Study By County Planners

Village Report In This Issue

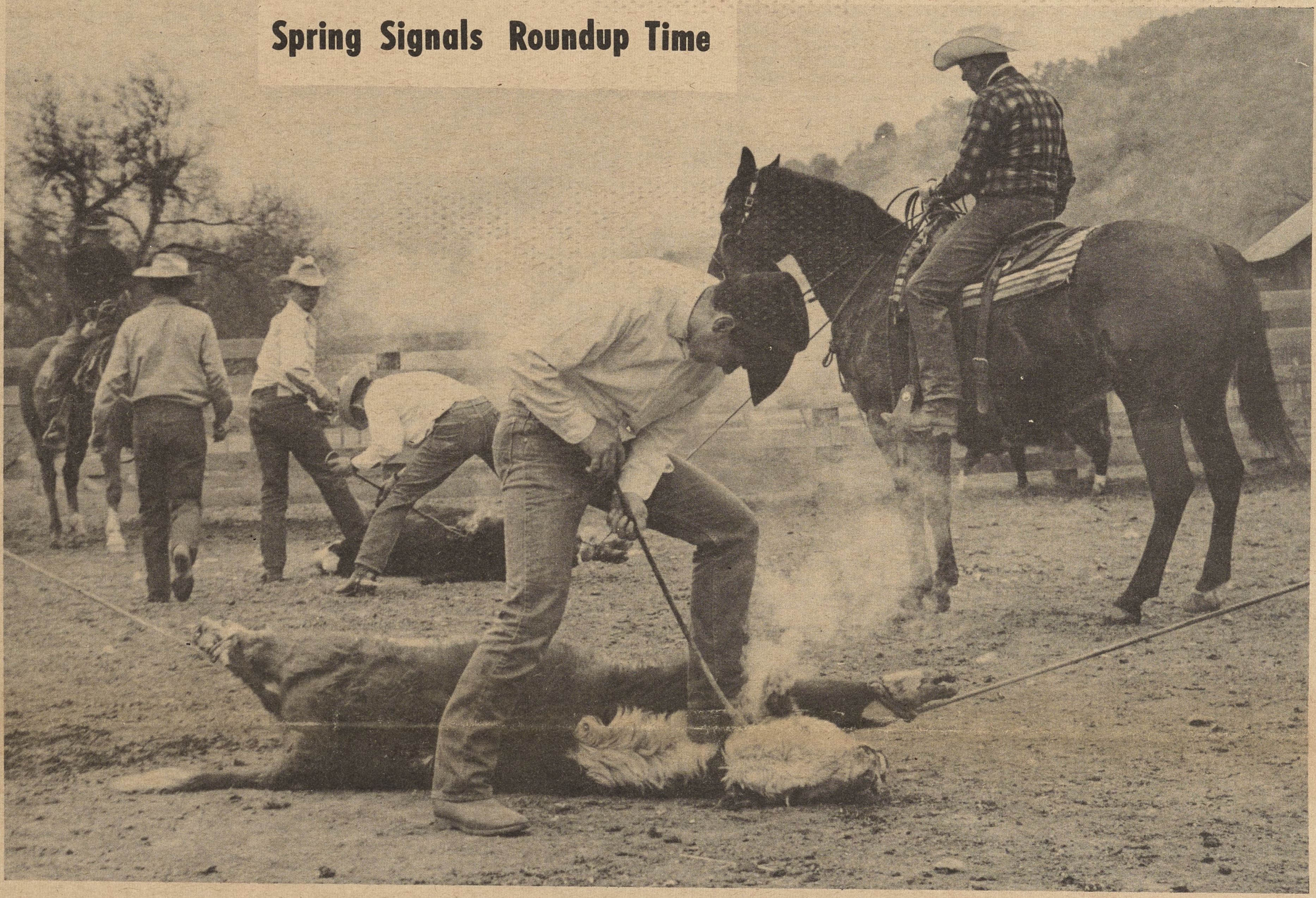
A comprehensive report just released by the County Planning Department on the importance and future of Carmel Valley Village is published in this issue of the Outlook

This is a slightly abridged version, edited by the Outlook staff because of space limitations.

Among other conclusions, the County notes that "it is imperative that the Village have a master plan."

The report begins on page 4

Spring Signals Roundup Time



SPRING BRANDING in Carmel Valley begins in February. Jim Ziegler, one of the Valley's best-known and most devoted photographic chroniclers, declined to identify the ranch hands depicted here for this reason: "As soon as many people read about one of our beautiful ranches, some of them want to drive out and visit it, whether invited or not...So much harm has been done to scenery, crops, farm animals and equipment by thoughtless pleasure-seekers that the privacy of our remaining great ranches must be jealously guarded..."

Consultants Begin Work on Formula For Slope Density

William Spangle and Associates, planning consultants hired by the County Planning Department to develop a slope-density formula for Carmel Valley, are now beginning their study.

"We have been waiting for our contract from your county to be formally completed before we could begin," George Mader, spokesman for the firm, told the Outlook last week.

"It was only approved by your supervisors a few days ago."

The decision was made in December to hire the firm, one of four suggested to the County by the Carmel Valley Property Owners Association.

Mader said he was unable to give further information "because we have been asked by your County Planning Department to work through them. Anything we give out will have to come through them...

"We are just getting underway. we have visited your area and looked at the development. As

(CONT. ON PAGE 20)

Planners Act Today

Advisory Committee Votes 'No' on Walnut Lodge

The Upper Valley Advisory Committee to the County Planning Commission voted 5-2 Saturday to recommend denial of the use permit for Walnut Lodge halfway house for the emotionally disturbed.

The commission met this morning to consider the permit request and weigh the committee recommendation.

The two committee dissenters were Mrs. Corenne Smith and Morden Buck.

Valley resident Clancy W. Van Horn, M.D., spoke strongly in favor of the facility. He is a member of the board of directors of the sponsoring foundation.

Protestors at the Saturday morning meeting claimed the facility, planned for the former Cowan School property at Rippling River Ranch, would destroy the image of Carmel Valley as a resort spot and was not the best use of prime residential land.

Leaders of the protestors included Lou Gardner, Larry Cummings and Tom Verga, all Valley residents.

Several other Valleyites spoke up, declaring that they did not favor having "alcoholics and sex deviates" near the Village.

Proponents of the Lodge have repeatedly stated that physicians would screen out patients of either of these types.

Because it will take 9.8 acres of land off county tax tolls, Walnut Lodge halfway house would cost each Valley resident 63 cents a year in extra taxes.

Dr . Robert Goulding, Walnut Lodge Foundation president, made this point last week at a public meeting on the proposed halfway house for the emotionally disturbed.

Goulding was answering a charge by Morden Buck, of the Upper Valley Advisory Committee to the County Planning Commission.

Buck said Valleyites should be "enlightened" to the fact that the Lodge would cost each one of them money, even if they have no personal connection with the facility.

Since Carmel Valley does not make it a practice of attracting "lucrative tax entities," Buck declared, residents should "be leery" of dropping property from tax rolls.

Approximately 50 persons, many non-Valley residents, showed up to ask questions about the Lodge.

It will be operated by a nonprofit corporation, Walnut Lodge Foundation, Inc. As such, it is eligible to use Valley land without paying taxes.

Buck was also interested in other financial aspects of the operation, as evidenced by his questions.

He asked how the foundation would pay for the property, since it had no capital with which to

(CONT. ON PAGE 20)

CVPOA to Consider Planlines For CV Road Expansion Monday

The County Road Department's proposed planlines for enlarging Carmel Valley Road to four lanes between Dorris Drive and Panetta Road, up for hearing at the County Planning Commission on Tuesday, March 9, will be considered by the Carmel Valley Property Owners Association Monday evening, March 1, at 8:00 p.m. at Carmelo School.

CVPOA President Step Tyner scheduled the unusual meeting date and locale for his group, "because it was the only time and place available if we were to consult the membership in time to make our decision before the County hearing."

Tyner said that his board of directors will draft a letter to the planning commission, set-

(CONT. ON PAGE 20)

An Editorial

Advisory Appointments Disturb Valley Residents

"Ninety percent of the people in Carmel Valley are in favor of planning...and that makes a very good climate for it." So said County Planning Commission Chairman Keith Evans in a speech last month.

But do the recent appointments to six of the Planning Commission's advisory posts represent this basically united aim? Some of the appointees actually appear to be those very dissenters who helped to confuse the Valley's purpose during the past year.

For example, CVPOA President Step Tyner felt it necessary to issue a statement recently that the CVPOA was in no way represented at the Feb. 9 meeting of the County Planning Commission. Yet a letter on CVPOA stationery, signed by its secretary of last year, Beverly Stover, had been read aloud by Stover at that meeting and quoted in the Monterey Daily.

Stover rejoined that he was still in office when he wrote the letter, which he said represented the majority opinion of the CVPOA board at that time. Yet last year's president, George Brown, backed Tyner, in denying that Stover spoke for the whole association even then.

A similar incident occurred last October. The Monterey Daily published an article supposedly reporting a meeting of the Mid-Valley Property Owners Association. Mid-Valley president Ariel Lane thereupon announced that the article "badly misrepresented the facts and presented things as true which are just not true at all." Later, Beverly Stover stated that he was the one who released the story.

These two skirmishes are merely unfortunate samples of recurrent forms of local confusion!

If we seem to be concentrating on Mr. Stover, the point is that he one of the new appointees to the Planning Commission's Lower Valley Advisory Committee. And he does have a record of being almost continually at odds with homeowners groups which exist to further constructive local planning.

He is repeatedly on record, as is Gen. James Phillips, another of last week's appointees, in opposition to various aspects of the Monterey Peninsula Area General Plan -- which the CVPOA as well as the Monterey Peninsula League of Women Voters is committed generally to support.

Should citizens be appointed to planning posts whose views apparently run counter to the mainstream of local thought?

Planning Commissioner Dr. Ed Marcucci explained that there were four sets of recommendations for the four Lower Valley vacancies. Of four recommendations by the CVPOA, one (Architect William Cranston) was chosen. Of four suggestions by the Lower Valley Advisory Committee to fill its own vacancies, one (Gen. Phillips) was chosen.

The CV Chamber of Commerce and the CV Business Property Owners Association recommended seven candidates between them. Two of these were chosen.

Should the wishes of the business interests carry equal weight with those of the residential property owners?

Planning Commission Chairman Keith Evans has stated, "Business interests should have a say, yes, but in a showdown the property owners wishing to preserve a good residential community should have first consideration."

Yet the two recent appointments to the Upper Valley Advisory Committee were also suggested by the Chamber of Commerce. The Upper Valley Committee itself and the CVPOA coincided in recommending Mrs. Betty Woolfenden -- yet she was passed over.

Fortunately, it does appear that most of the six new appointees should do creditable jobs. All have experience in the planning realm except Gordy Miyamoto, who is well regarded for astute intelligence as well as great integrity.

If most of the appointments are not intrinsically objectionable, why the concern?

Many Valley residents sense a trend in the County's planning system toward appointments which ignore the expressed wishes of most residents!

Officially, last week's choices were made by a committee composed of Keith Evans, Dr. Marcucci and Commissioner Willard Branson. But in practice, Mr. Evans has stated, "these appointments are almost invariably left to the local commissioner." In the Lower Valley, this is of course Mr. Branson, who was appointed by Supervisor Tom Hudson last year. Hudson has publicly admitted of the Branson appointment that he "knew it was an unpopular one."

Last week Mr. Branson was asked, "What should be the determining factor in advisory committee appointments?"

"The people who do the appointing," he answered.

"In matters of planning, which should take precedence -- the wishes of the business interests or those of the property owners?"

Replied Mr. Branson, "I don't think that has any bearing on the subject."

Perhaps not, for in past years the business interests and the homeowners of Carmel Valley have frequently worked well together. Obviously the Valley's best interests would be served could a state of cooperation be achieved once again.

When Chamber President Rex White took office in 1964 he named "working more closely with the property owners" as one of his prime goals. When 1964 CVPOA president George Brown took office a few weeks later, he replied cordially that increased cooperation with the chamber was one of his chief aims. Yet by the end of the year the two groups had seldom been further apart!

What caused the schism?

Specific points of dissension concerned (1) the possible route of a future four-lane Carmel Valley Road through the vicinity of the Village commercial area and (2) whether or not there should be an eventual population ceiling set for Carmel Valley. The CVPOA desires such a ceiling; the Chamber is on record in opposition to any such regulation.

Are these differences irreconcilable?

Unfortunately, the current situation is one of recrimination rather than negotiation. Is the fault 100% attributable to either group, or have a few hotheads on each side unintentionally magnified the difficulties? Human nature being what it is, the latter is more likely.

Beyond those unavoidable errors which some of our own Valley characters have undoubtedly made in this regard, are there divisive forces which affect us from outside Carmel Valley?

Have some very astute political interests helped to play up rather than conciliate our difficulties? If so, why?

We shall look for some possible answers in our issue of next week.

—BB

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Kids' Curiosity Reaps Reward

If curiosity killed the cat, a class of fourth graders at Tularcitos School don't believe it.

For them, curiosity reaped a reward--a set of the World Book Encyclopedia, to be exact.

The 30 youngsters are pupils of Lillian Hoehn, who describes them as "as a sharp group with good questions."

It was a collection of the best of their questions which won the encyclopedia, a prize from the nationally syndicated "Uncle Ray" children's contest carried locally by the Monterey Peninsula Herald.

Initially, the project was a homework assignment to study the electoral college, the American system of choosing the president.

(The electoral college consists of electors chosen by voters. The electors, pledged to vote for a particular candidate, meet in December following November elections to make the official choice.)

Only three pupils in the class could satisfy themselves with what they found out in normal reference works, so a committee formed and asked Miss Hoehn for permission to send five of their best questions to "Uncle Ray."

They chose the questions and submitted them without any fanfare, Miss Hoehn said. When notification that they won arrived, it was "a surprise to the whole school," she added.

Their questions, with "Uncle Ray's" reply, will appear Thursday in the Herald, she said.

in Carmel Valley

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Under The Oaks & Among The Cactus

By Mildred Hattan

Sally and Jack Swanson transported a whole carload of friends to spend a memorable day at their home on the Cachagua celebrating the 10th birthday of their daughter Wendy.

The games were fun, the refreshments delicious, but all activities were overshadowed by the opportunities for horseback-riding.

Wendy's horse-loving guests were Lolly and Diane Young, Kim Baker, Penny Braden, Mollie O'Neal and her guest, Tina Milse of Playa del Rey, Heidi Hattan, Diane Hackenberger, Heather Golden, Robin White, Terry Hendrix, Freddie Nason and Tim Cordrey.

Archie Fleming of the Silver Slippers Square Dance Group will be one of the callers at a hoedown for newer dancers at Lincoln School in Salinas Saturday. Sponsors are Monterey-San Benito Counties Square Dancers Council.

Joining "Pappy" Fleming will be Jeanne Moody, Harry Cullen, Harry Miller and Bud Edgerton.

Mr. and Mrs. Clem Clarke represented the Silver Slippers last week in Salinas with the "Rodeo Wingers."

The Women's Auxiliary of St. Dunstan's Episcopal Church met at Carmel Valley Manor with election of officers the major point of business.

Mrs. Phillip Walker will serve as the new president, Mrs. M.A. Quinto, vice president; Mrs. Harry Townsend, secretary; Mrs. Arthur Napier, treasurer, and Mrs. Philip Mothersill, leader of devotions.

Final arrangements were also discussed for the monthly card party. This will be held today at 12:30 at the Flight Road home of Mrs. Phillip Walker.

Mrs. Gordon Brown is in charge of the benefits.

Guests may play bridge or canasta. Dessert and coffee will be served. Donation is one dollar.

Mr. and Mrs. Jack Keith of Hitchcock Canyon became parents of a daughter at Community Hospital. Little Elizabeth Lucille -- to be called Betsy Lou -- has the distinction of celebrating her birthday the same day as Lincoln's.

She also becomes the ninth Elizabeth in the Keith family. She weighed six pounds and seven ounces.

Her daddy, a cartoonist, received a two-page article in a recent issue of the Diner's Club and his cartoons are currently appearing in the Bonanza section of the San Francisco Chronicle.

It seemed only right to ask that if the new arrival had been a boy would the Keiths have named him for Jack's famous creation for Dell publication, "Shorty Shane."

The answer was a firm "no!" He said it would have followed another Keith family tradition -- William!

Holders of the lucky numbers at the "Days of Wine and Roses" ball drawing were Mrs. Jean Cahill of Monterey, Col. and Mrs. Carl Maiser of Carmel Valley, Al Vierra of Oakland and Robert Pyle of San Jose.

Weekend guests at the Merrill Way home of Mr. and Mrs. Clyde Hitchcock were Mr. and Mrs. Frank Shaughnessy of San Francisco and Mr. and Mrs. Floyd Davis of El Cerrito.

The couples were joined by Mr. and Mrs. Paul Anthony for dinner at Reuben's before the Valentine ball at Carmel Valley Inn.

Attending the convention of the California Young Republicans of Monterey, Santa Cruz and San Benito counties in Millbrae was Valleyite Don Koontz, YR chairman of Monterey County.

Among those attending a pre-Lions Club dance-cocktail party hosted by Mr. and Mrs. Nick Skalyo at their home on Country Club Drive were:

Mr. and Mrs. Bud Conley, Col. and Mrs. Carl Maiser, Mr. and Mrs. Milton Frumkin, Mr. and Mrs. Mark Hattan, Mr. and Mrs. Tony Steliga and Mr. and Mrs. George Baker.

Trees burst into bloom all over the Valley. Attractive posters proclaim the Carmel Valley Community Chapel Guild Fashion Show and Salad Luncheon in store windows -- placed by Mrs. John Power. Can spring be far behind?

Angela Bennett, 5, and brother Johnny, 2, have been the very special guests of their grandparents, Mr. and Mrs. Leroy Dufur of Bonita Way.

The Bennett family returned last weekend to their home in Sunnyvale after their mother, Mrs. Pamela Bennett, vacationed in Palm Springs.

Home on a three-day pass from Skaggs Island Naval Air Station was Kennett Friddle. He was feted with a celebration on his 20th birthday at the home of his grandmother, Mrs. Mabel Love.

Attending the party on Lower Circle were Ken's parents, Mr. and Mrs. Norman Friddle, his sister and brothers, Jeananne, Mark, Mike and Guy, and Bob Gorham.

This ends the birthday parties in the Friddle family for awhile. They celebrate one a month beginning in August and lasting until February.

Cmdr. and Mrs. William Stowers entertained with a dinner party at their home on Country Club Drive. Guests enroute to the "Days of Wine and Roses" ball also shared cake with Mrs. Robert Davis who was celebrating her birthday.

In addition to Mr. and Mrs. Davis, the guest list included Mr. and Mrs. Clyde Yeisley, Mr. and Mrs. Mark Hattan, Mr. and Mrs. Tony August and Mr. and Mrs. Tony Steliga.

Congratulations to the parents of two new Valley arrivals.

Mr. and Mrs. Jefferson Harris of 400 E. Esquiline Road became parents of a daughter, Karen Janee, at Community Hospital. And Mr. and Mrs. John Benjamin Hackler of 150 E. Carmel Valley Road gained a new son.

Playmates were invited last Wednesday afternoon to the Lower Circle home of L/Cmdr. and Mrs. Harry Bixby to celebrate the fifth birthday of their daughter, Alicia.

Enjoying games, gifts and refreshments were Dennis Tavares, Jerry and David Nelson, Winifred Reuter, Jeff Schenck, Debbie and Timmie Nielson, Loren Davis and Barbie Simonsen.

Mr. and Mrs. Sam Corona spent last weekend in San Luis Obispo where they attended the annual reunion of past exalted rulers of the Elks Club West Coast Central District for 1961-62.

The Coronas were joined by 10 couples who with them had attended the national convention in Miami Beach. Hosted by the San Luis Obispo Elks Club, the Coronas were feted with cocktail parties, dinner, breakfast and "Pin Night" honoring all past exalted rulers of the district.

Valleyite Leon Edward Panetta was among the 899 who passed the State Bar examinations and were certificated as candidates for admission to practice law.

Ceremonies were held before the Supreme Court in Los Angeles and San Francisco last month.

The Sheriff's Blotter

COURTESY OF REX PRYER

A Sunnyvale youth shot himself in the stomach accidentally Saturday when his .22-caliber revolver fell off of its holster and struck a rock at Tassajara Springs.

Gerald Kruger, 18, was taken for emergency surgery in a Carmel Valley ambulance.

A rash of vandalism was reported last week in the Valley, with bicycles, cars and swimming pools the most popular victims.

White Oaks Theatre reported three bikes stolen from a property storage room and a nine-year old Tularcitos School pupil said her blue bike was taken from the school.

Patrolling Sheriff's deputies found an abandoned blue girl's blike on Carmel Valley Road east of Canada Way. It was taken to the Monterey Sheriff's office to be claimed.

A Carmel man reported a new spare tire and wheel stolen from his Volkswagen at Carmel Rancho Shopping Center February 12 or 13. And an employee of Wagon Wheel Picnic Grounds said a rock was thrown through the windshield of his car parked on El Caminito.

The vacation home in Carmel Valley of a Carmel family was damaged when someone cut a swimming pool fence and threw objects in the pool. Toys were broken and a swim mask was stolen, he reported.

In addition, a hi-fi set and records and a garden hose were reported stolen in separate incidents.

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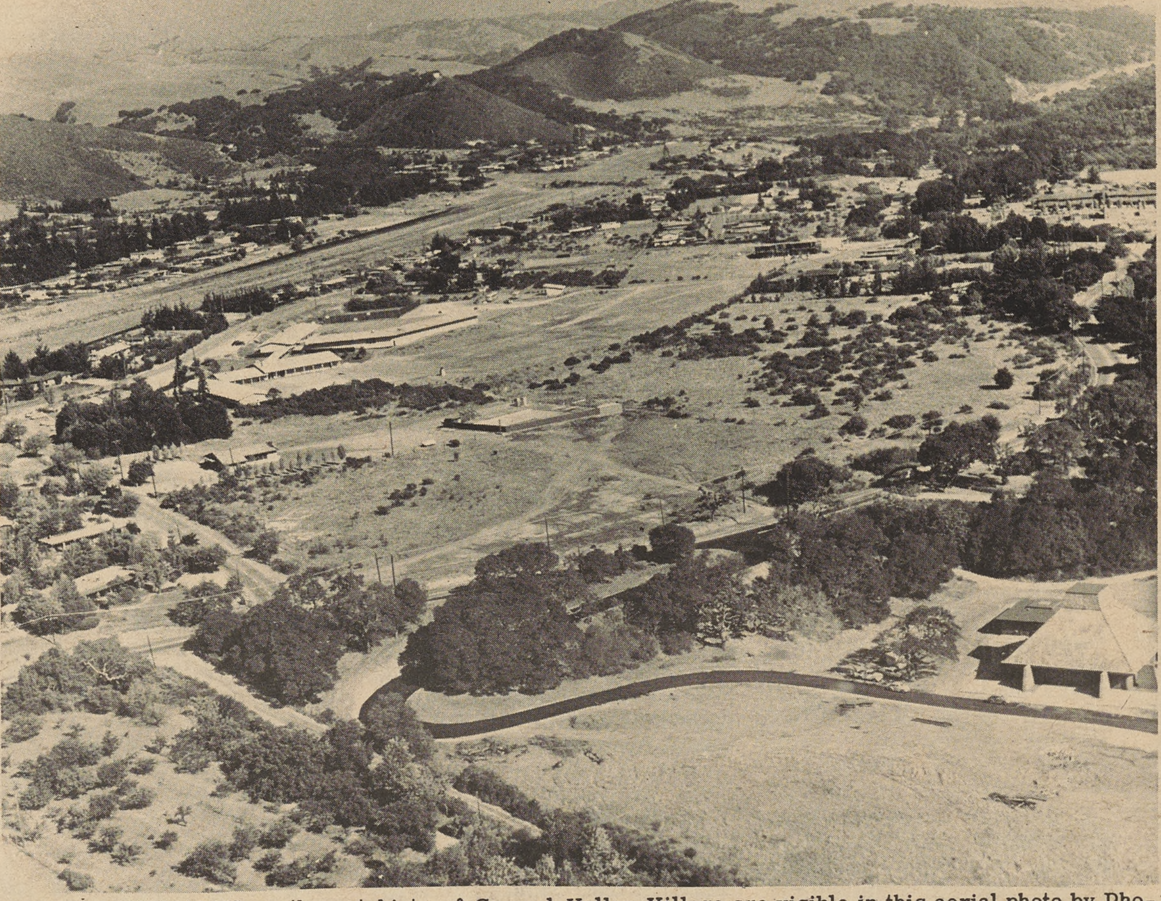
Planners Release Comprehensive Study

The County Report: 'Village Needs Master Plan'



MANY LANDMARKS on the outskirts of Carmel Valley Village are visible in this aerial photo by Photographer George T. C. Smith. The new White Oaks Theatre building is at lower right. The year-old community pool is in approximate center, with Tularcitos School behind and slightly to the left. To immediate left of the pool is the Valley Community Center, site of many civic activities. Carmel Valley Airstrip runs diagonally across top left. At extreme right near top are buildings in Valley Center. Former Cowan School property which may become Walnut Lodge halfway house for the emotionally disturbed is barely visible above and slightly to left of the Center.

Recently the County Planning Department presented a Study of Carmel Valley Village to the County Planning Commission.

Copies of the 40-page array of information, with maps and specific recommendations are now in the hands of the Valley's always-interested groups of property owners and businessmen. Soon the memberships will consider the implications and eventually there will be "feedback" to the County.

That all may join the discussion, the Outlook publishes most of the contents here.

Minor liberties have been taken with the text to improve readability and up-date the report regarding changes which have occurred even since the planners' last field check just three months ago.

Requests that commercial property in the Village be rezoned for multiple residential or granted special uses have been unusually numerous. Planners felt almost a year ago that some readjustment might be indicated. Thus the study was begun. Many applications have awaited its completion. A Chamber of Commerce committee to formulate ideas on design control for the Village also suspended deliberations pending receipt of this report.

Throughout the text, the term "Commercial property" refers to C-1 -- light retail. Only one small spot of C-2 now exists anywhere in Carmel Valley at Valley Center.

Nearly all of it is now occupied by retail uses or office space.

Planning Director Ed DeMars credits Associate Planner Bill Curry as "prime mover" of the report. The Planning Department expressed appreciation to the Carmel Valley Property Owners Association, the Carmel Valley Chamber of Commerce, the Outlook and the residents of Carmel Valley for their time and assistance in the project.

A field survey was conducted with the cooperation of the County Road Department.

The Outlook feels that the residents of Carmel Valley are fortunate that the County has a planning staff of such apparent dedication to the ideals of its profession.

This is apparent not only in the considerable work presented here. Despite their mounting burdens in the face of constantly accelerating growth, the County Planning staff remains consistently helpful and cooperative whenever its assistance is sought by interested citizens.

CARMEL VALLEY VILLAGE

The purpose of the study is:

—To determine the amount of property in the Carmel Valley Village presently used for commercial purposes.

—To estimate the commercial activity at present as compared to land use.

-to estimate the total acreage which the Village may economically support in the future.

METHODS

The following methods were used in the survey:

!. Data Collection and Field Investigation.

Data was collected from the Assessor's Offices in Monterey and Salinas and from the Monterey County Planning Offices in order to prepare maps showing the locations of properties and buildings.

2. Field trips were made to Carmel Valley to investigate data and to check maps which had been prepared from office files.

The first trip was made in April 1964.

Information gathered then was updated during a one day survey of the Valley Village in November,. 1964.

3. Field Survey.

A survey of the Carmel Valley Village was made on September 30, 1964 through the cooperation of the Monterey County Road Department, the Monterey County Planning Department and the residents of the Carmel Valley.

The Monterey County Road Department conducted a traffic study near Panetta Road on Carmel Valley Road, while the planning staff conducted a survey of the shopping habits of the people in the Carmel Valley Village. Residents of Carmel Valley assisted both departments in conducting their studies.

4. Spendable Dollar Estimate.

To estimate the approximate amount of income which the Valley Village might have realized, it was first necessary to establish the primary sphere of influence and ascertain the amount of trade that might be expected. Also considered was additional business that could accrue from a supplementary trade population, and from "bonus trade" visiting the Village from other areas.

HISTORY

The original inhabitants of Carmel Valley were Indians.

After the founding of the Carmel Mission in the late 1700's however, the Indians gradually disappeared.

During the Spanish period which followed many land grants were given which divided the Valley into large Ranchos, the names of which still exist today. From that time until World War 11 Carmel Valley maintained an agricultural economy.

The Valley's greatest population prior to World War 11 was hidden in the hills in Robles del Rio.

Then a resort development,

(CONT. ON P. 5)

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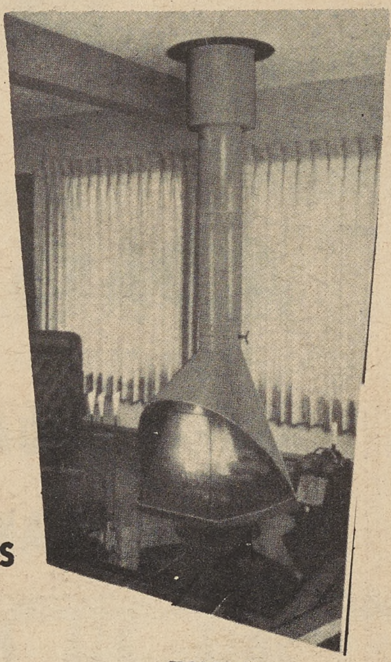

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More of Report: 'Size of Village Commercial Area is Sufficient,' Planning Department Says

(CONT. FROM P. 4)

it did not contain the permanent residents that it does today. Commercial developments at that time consisted of fruit and vegetable stands along the Carmel Valley Road.

Since World War 11 the population in the Valley has continued to grow. During this period of time the commercial center in the Carmel Valley Village has come into existence, zoned in 1947.

The primary purpose of this commercial area is to serve the residents in the vicinity and tourists who visit it from the Peninsula or from greater distances.

Carmel Valley Village is situated east of Los Laureles Grade and the Carmel Valley Road intersection in Carmel Valley.

The driving time to the Village from the Valley Highway entrance is about 15 minutes, a distance of approximately 10 miles.

POPULATION

In the 10 years between 1950 and 1960 Carmel Valley more than doubled its population, increasing from 1,750 to 3, 742, an addition of 1,992 persons. By spring, 1964 an additional 1,500 persons were added to make a total of 5,275.

The Monterey Peninsula in the ten year period between 1950 and 1960 gained 48,000 people , increasing from 60,000 to 108,000 and had an estimated total of 122,000 in 1964.

The Carmel Valley Master Plan states that if the Valley continued to increase at the same rate as it did between 1955 and 1959 that there would be an estimated 19,000 people living in the Valley by 1980.

This estimate does not limit the population of the Valley in number or time, and the 19,000 figure could be reached before or after 1980.

Upper Carmel Valley above Los Laureles Grade has not experienced the recent growth which has taken place west of Robinson Canyon to Highway 1.

In this western part of the Valley the population increased from less than 1,000 persons in 1960 to an estimated 2,400 in 1964.

Major developments in this section included Carmel Hacienda and Carmel Valley Manor retirement homes and two large subdivision --Carmel Valley Golf and Country Club and Rancho Tierra Grande.

The housing units in the retirement homes are occupied, but only a few homes have thus far been completed in the two subdivisions.

A proposed development in the vicinity of Hacienda Carmel is Del Mesa Carmel, a cluster subdivision.

Considerable growth from 1960 to 1964 occurred in the Rancho Rio Vista area at the entrance to the Carmel Valley.

ECONOMICS

The economy of the Monterey Peninsula is based on the military, services to the military and tourism. Another factor in the economy is the proportionately large number of retired people, both military and civilian....

The Peninsula is a mecca for the recreationist. The Carmel Valley merchant benefits from the income brought into the Valley at such centers as Carmel Rancho Shopping Center, Valley Hills Shopping Center, and to Carmel Village. However, the ever increasing number of tourists is also a concern to many of those who live in the Carmel Valley.

Because of its location, Carmel Valley is oriented to and may be considered as a part of the Monterey Peninsula. The area in the vicinity of the Valley Village is also oriented to Salinas.

At present the Valley is a bedroom community, comprised of those who work outside of the Valley, retired persons and those who provide services within the Valley.

COMMERCIAL LOCATIONS

The four commercial locations in Carmel Valley are fairly equally spaced. They are Carmel Rancho Shopping Center, Valley Hills Shopping Center, the Farm Center and the Village.

The Carmel Rancho Shopping Center serves the residential areas surrounding Carmel and the lower end of the Carmel Valley as well as Carmel Valley. It also provides convenient shopping for other residents of the Monterey Peninsula.

The center includes a Safeway, which is enlarging, as its major tenant. Other tenants are a hardware store, liquor store, bank, laundry and dry cleaning, hair dresser, slenderizing salon, book shop, ladies fashion shop, pet shop, travel service, record shop, barber, restaurant and service station. New complexes are anticipated.

The Valley Hills Shopping Center is located approximately three-and-a-half miles east of the Carmel Rancho Shopping Center. It is a "ranch type" center and includes a beauty shop, liquor store, launderette, nursery and restaurant.

On the eastern boundary is Wolter's Hacienda Market, which is a long established fruit and produce store.

Immediately west of the Valley Hills Center is the entrance to the new Carmel Valley Golf and Country Club. The development of this 245 acres includes a golf course, clustered homes and ultimately will include a resort development adjacent to the Valley Hills Shopping Center.

The Farm Center commercial area is a little over two miles east of the Valley Hills Shopping Center. At present it has a general food store , a branch real estate office and a western store.

The largest parcel of commercial property here has not been developed. Safeway, however, has leased space and construction is planned for later this year.

In the immediate vicinity is Carmel Valley Manor and Rancho Tierra Grande subdivision. The former has a marked population effect on the Valley; the latter soon will, also.

(Editor's note: Since this report was updated in November, two more real estate offices have opened at Farm Center, and a third new one at Carmel Rancho Shopping Center.)

RESIDENTIAL USE

A few residences are located in conjunction with commercial activities as well as a few single family residences. Four duplex multiple family units are located on the eastern side of the commercial area on Via Contenta, and a four unit multiple family dwelling north of the airstrip.

PARKING

A count of marked parking stalls numbered approximately 300. In addition there were many instances of vacant land which was not marked, but was being used for parking.

The existing 56,400 square feet of retail sales and services would normally require more than 450 stalls--eight stalls for each 1,000 square feet of gross leasable space.

The entire Valley Village commercial area would, of course, demand more parking space, the number of stalls dependent upon the use of the buildings.

CIRCULATION

Circulation in the commercially zoned area will not be discussed since there are various proposed routes in and around the Valley Village for consideration at this time.

The proposed routes were prepared by James Campbell, consultant. The planning of the Carmel Valley Village commercial area connot be completed until a definite route has been selected.

Parking, a significant part of planning, is also dependent upon the finalizing of a circulation route in the Village.

VILLAGE COMMERCIAL

In 1964 Carmel Valley Village contained approximately 87 acres zoned for commercial use. A survey of the area showed varied land uses existing.

For study purposes the area was broken down into the following categories:

1. Retail and office space.
2. Motel and other uses.
3. Residential use.

1. Retail and Office and Related Uses.

Total square feet in retail sales and office spaces was approximately 75,000 square feet, not including five service stations. Of this total, approximately 19,000 square feet was in office space with over half of the space vacant. Approximately 56,400 square feet was devoted to retail sales and services. Other commercial uses accounted for 26,335 square feet.

2. Motels and Other Uses.

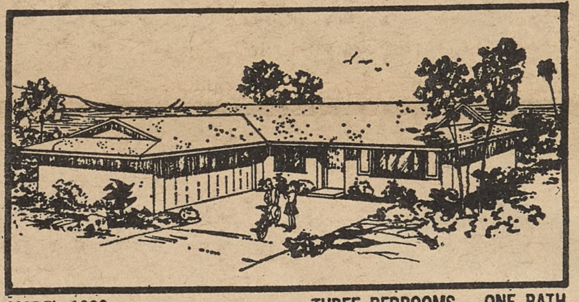
Motels. There were four motels in the area with a total of 65 units. The White Oaks Inn

(CONT. ON P. 8)

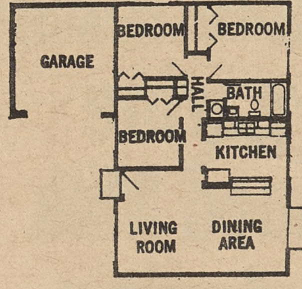
"The Home of Fine Furniture"
Packwood's Furniture
SHERWOOD GARDENS - VALLEY CENTER
422-8837 422-9086

COMPLIMENTARY DECORATOR
SERVICE AVAILABLE

MONTEREY COUNTY
LOT OWNERS...
DID YOU KNOW...
GUARANTEED HOMES
WORLD'S LARGEST ON-YOUR-LOT BUILDERS
WILL BUILD A HOME OR INCOME UNIT
ON-YOUR-LOT LIKE THIS...



MODEL 1080 THREE BEDROOMS — ONE BATH



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ON-YOUR-LOT

100% FINANCING — NO $ DOWN
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INFORMATION COME IN OR CALL
GUARANTEED HOMES
WORLD'S LARGEST ON-YOUR-LOT BUILDERS
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757 S. Abbott Street
Phone 424-1595 Hours: 9 to 9 Daily

*prices vary slightly in some areas

MAIL COUPON FOR FREE INFORMATION

GENTLEMEN:
I own a lot ________ feet in size. Please send me information on building a home or income unit on my lot.
NAME ________ PHONE ________
ADDRESS ________ CITY ________
☐ Please send me full information on Guaranteed Homes and Income Units.
☐ Please have a Building Consultant contact me regarding plans and prices.
MAIL TO:
757 So. Abbott St., Salinas, Calif.

For The Best Trim Your Poodle Ever Had
Try
"WINDRIDGE"
(Cockers and Terriers, Too)

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spaniel
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and
stud dogs

miniature
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puppies
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Leave Your Dog For Grooming
While You Shop In Salinas.
LOOK FOR THE PINK MAIL BOX .8 OF A MILE FROM HIGHWAY 68
For Appointment Call 484-1363 101 Corral de Tierra

SAVE 16¢ A Pound On Lean, Meaty Pork
Spareribs Reg. 65c Per Pound —POUND **49¢**

SAVE 17¢ A Pound On Half or Whole, Smoked
Picnics Reg. 49c Per Pound —POUND **32¢**

SAVE 14¢ A Pound On Manor House Stewing
Chickens Reg. 43c Per Pound —POUND **29¢**

CUT UP

Stewing Chicken CUT-UP
MANOR HOUSE
Stewing Chicken CUT-UP

Fresh Pacific Oysters **59¢**
Captain's Choice Brand
. . . Good So Many Ways—12-oz. Can

Fillet of Sole	Captain's Choice—1-lb. Package	59¢
Breaded Shrimp	Captain's Choice—10-oz. Package	69¢
Pre-Cooked Scallops	Captain's Choice 7-oz. Package	49¢
Perch Fillets	Captain's Choice—1-lb. Package	43¢

WHOLE or HALF
***Sliced* Smoked Picnics**
Mild, Tasty Cure **Lb. 39¢**

Advertised Prices Effective Wednesday
Through Saturday, Feb. 24, 25, 26, 27

FRYER CHICKEN PARTS
Manor House, Grade A—Breasts, Thighs or Drumsticks —Lb. **69¢**

SAFEWAY FRANKFURTERS
Skinless, All Meat—1-lb. Package
48¢

FRYER CHICKEN WINGS
Manor House, Grade A, Govt. Inspected
Lb. 29¢

DUBUQUE FRANKFURTERS
Skinless, All Meat—1-lb. Package
49¢

Juice Drink	Del Monte or Lalani Pineapple-Grapefruit—46-oz. Can	4 for $1
C&H Sugar	Powdered or Brown 1-lb. Package	3 for 39¢
Cling Peaches	Del Monte . . . Sliced or Halves—29-oz. Can	4 for 89¢
Del Monte Catsup	14-oz. Bottle	2 for 29¢
Beef Stew	Dinty Moore—24-oz. Can	39¢
Erlands Mushrooms	Pieces & Stems 2-oz. Can	8 for $1
Margarine	Coldbrook—1-lb. Carton	6 for $1
Canned Milk	Lucerne—14½-oz. Can	8 for 99¢
Shortening	Royal Satin—All-Purpose	3 Lb. Can 59¢
Detergents	Parade or Blue Su-Purb Giant Package	49¢

Grade AA
EGGS
Cream O' The Crop
MEDIUM SIZE
3 Dozen 89¢
EXTRA-LARGE
Carton Dozen 39¢
LARGE
Doz. **35¢**

Save On These at Safeway

Sliced Pineapple	Highway—14¼-oz. Can	6 for $1
Pickled Beets	Diamond A, Curly Cut or Whole Medium—16-oz. Can	5 for $1
Marshmallows	Campfire—16-oz. Package	29¢
Pancake Mix	Pillsbury—2-lb. Package	39¢
Table Syrup	Sleepy Hollow—24-oz. Glass	55¢
Bartlett Pears	Town House—29-oz. Can (16-oz. Can, 5 for $1.00)	3 for 89¢
Whipped Margarine	Blue Bonnet—1-lb. Carton	33¢
Concord Grape Jelly	Welch's—20-oz. Glass (10-oz. Glass 29c)	39¢
Vet's Dog Food	15½-oz. Can	12 for $1
Ajax Cleanser	New . . . In Decorator Plastic Container—17-oz.	2 for 41¢

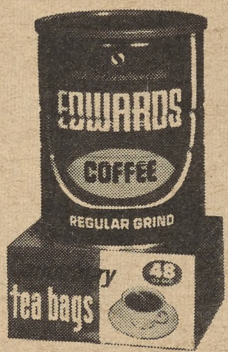
GOLDEN GRAIN NOODLES **39¢**
SCALLOP-A-RONI (7-oz.) **NOODLE-RONI** (6-oz.)
TWIST-A-RONI (with Chicken, 7½-oz) . . . Your Choice

Zippy Pickles

Cucumber Chips	Fresh—48-oz. Glass	79¢
Sweet Pickles	Whole—48-oz. Glass	$1.19

ZIPPY WHOLE DILLS
FRESH PACK, REG. or KOSHER
48-oz. Glass . . . Your Choice **69¢**

EDWARDS COFFEE
A Rich & Vigorous Blend of Fine Coffees
(1-lb. Can ....65c)
(3-lb. Canister $1. 93)
2 Lb. Can $1.29



Coffee & Tea

Nob Hill Coffee	1-lb. Bag (2-lb. Bag $1.25)	63c
Airway Coffee	1-lb. Bag (2-lb. Bag $1. 21)	61c
Safeway Instant Coffee	10-oz. Glass	$1.29
Maxwell House Coffee	2-lb. Can	$1. 29
Instant Coffee	Maxwell House 6-oz. Glass	$1.09
Yuban Coffee	2-lb. Can	$1. 49
Yuban Instant Coffee	5-oz. Glass	99c
Instant Sanka	8-oz. Glass	$1.69

TEA BAGS
Canterbury
Carton of
48 Bags **45¢**

GIANT TIDE 59¢

***S and W* Canned Foods**

S and W Apple Sauce	17-oz. Can	4 for 89c
S and W Oven-Baked Beans	28-oz. Can	3 for $1
S and W Brown Bread	1-lb. Can	29c
S and W Purple Plums	17-oz. Can	4 for $1
S and W Asparagus	Green Point—10½-oz. Can	3 for $1
S and W Green Beans	Julienne—16-oz. Can	29c
S and W Whole Kernel Corn	Del Oro 16-oz. Can	5 for $1
S and W Sweet Peas	Medium—17-oz. Can	4 for $1
S and W Stewed Tomatoes	16-oz. Can	2 for 49c

***S and W* KIDNEY BEANS**
15-oz. Can **7 for $1**

TOOTHPASTE
Crest or Colgate—King Size
Reg. 75c . . . Now 5c Off!
. . SPECIAL **70¢**

Brown Derby
BEER
12-OZ. CANS
6 for 79¢

BROWN DERBY
Lager
BEER

FULL CASE
(24 Cans)
$2.99

HALF CASE
(12 Cans)
$1.57

***BONDED BOURBON**
ROCK BROOK
100 Proof
5th Bottle
$3.99

BOTTLED IN BOND
Rock Brook
Bonded Stock

*Available in Licensed Stores Only
Safeway also has a complete selection of fine wines, liquors & mixers.

WE GIVE BLUE CHIP STAMPS!

SAFEWAY

Safeway Takes Pride . . .
in having a part in bringing you the San Francisco Symphony Broadcasts . . . Paul Paray will be the guest conductor on February 26th, broadcast over Radio Station KKHI
(1550 am, 95.7 fm)

PACIFIC GROVE
FORREST AT PRESCOTT

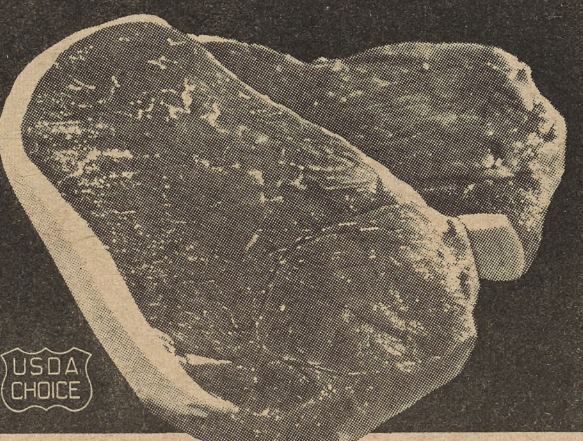
MONTEREY
570 MUNRAS

CARMEL VALLEY
CARMEL RANCHO
SHOPPING CENTER

SEASIDE
120 FREMONT BLVD.

SAVE 25¢ A Pound On Boneless Top Round Steaks

Reg. $1.23 Per Pound —POUND **98¢**



SAVE 20¢ A Pound On Boneless Crossrib Roasts

Reg. $1.09 Per Pound —POUND **89¢**

USDA CHOICE

SAVE 10¢ A Pound On Blade & 7-Bone Chuck Roasts

Reg. 59¢ Per Pound —POUND **49¢**

USDA CHOICE

Boneless Beef Roasts 89¢

U.S.D.A. Choice Grade Bottom Round . . . or Sirloin Tip Roasts . . . Your Choice—Lb.

Boneless Chuck Roast	U.S.D.A. Choice Grade Beef—Lb.	79¢
Deluxe Chuck Steaks	U.S.D.A. Choice Grade Beef—Lb.	59¢
Beef Oxtails	Best for Rich, Hearty Soups or Braising—Lb.	39¢
Regular Beef Shortribs	U.S.D.A. Choice Grade Beef—Lb.	39¢

SAFEWAY
Ground Meats Best!

Best For Quality! Flavor! Value!

Reg. Ground Beef	Lb.	45¢
Lean Ground Chuck	Lb.	69¢
Lean Ground Round	Lb.	79¢

Braunschweiger Chubs
Safeway Brand—8-oz.
3 for $1

Oscar Mayer Smokie Links
Great with Scrambled Eggs!
12-oz. Package **59¢**

Chipped Beef or Ham
Safeway Brand—4-oz. Package
3 for $1

Safeway Pure Pork Sausage
Mild, Tasty Flavor—Bulk
Lb. **49¢**

Eatin' APPLES

Washington Winesaps, Romes, Red Delicious or Calif. Pippins

4 Lbs. 59¢

Pears	U.S. No. 1 Northwest D'Anjou Variety	3 Lbs. 49¢
Onions	U.S. No. 1 Yellow Waldorf Pack	4 Lb. Bag 29¢

$ Values in Frozen Foods

ASPARAGUS SPEARS Bel-air—8-oz. Pkg. • **BIRDS EYE PEAS & POTATOES** With Cream Sauce—8-oz. Pkg. • **NIBLETS CORN** 10-oz. Pkg.
BIRDS EYE PEAS With Cream Sauce—8-oz. • **CANDIED YAMS** Bel-air—14-oz. Pkg. • **MRS. PAUL'S FRITTERS** Corn or Apple—8-oz. Pkg.
GREEN GIANT BEANS Kitchen Sliced—9-oz. Pkg. • **GREEN GIANT SPINACH** Leaf, with Butter Sauce—10-oz. Pkg. • **MEXICORN** 10-oz. Pkg.

Your Choice **3 for $1**

Use Quick-Frozen Potatoes

Best For Variety, Convenience, Economy!

Shoestring Potatoes	Slim Jim—1¼-lb. Bag	39¢
New Whole Potatoes	McKenzie—2-lb. Package	39¢
French Fries or Tater Treats	Bel-air 16-oz. Pkg.	3 for $1
Shoestring Potatoes	Ore Ida—12-oz. Package (COTTAGE FRIES—14-oz., 3 for $1)	3 for $1
Crinkle Cut French Fries	Bel-air—2-lb. Pkg.	49¢
Potato Patties	Bel-air—12-oz. Package	5 for $1
Hash Browns	Bel-air 2-lb. Pkg.	29¢

Orange Juice

Scotch Treat 6-oz. Can **5 for $1**

(Bel-air—6-oz. Can, 4 for $1.00)

T-V Dinners

SWANSON'S . . . Chicken, Turkey, Mexican, Beef, Ham, Sirloin, Swiss Steak, or Pork—Package **49¢**

Cream Pies

Bel-air . . . Banana, Chocolate, Coconut or Lemon—14-oz. **3 for $1**

Bananas	Choice, Golden-Ripe Fruit	3 Lbs. 39¢
Orange Juice	Vita-Pakt, Quart Decanter **(48-oz. Decanter 69c)**	49¢
Crisp Cabbage	Solid Green Heads —Lb.	8¢
Carrots	Tender, Tasty Clip-Tops	3 Lbs. 29¢
Fresh Celery	Clean Green Stalks—Each	19¢
Celery Root	Serve Hot or Cold	3 Lbs. 29¢
Fresh Leeks	Full Bunches—Great for Soup Seasoning	2 for 29¢
Asparagus	Large, Tender Green Spears —Lb.	39¢

Fresh DATES

Waldorf Pack

Unpitted 1½-lb. Pkg.	59¢
Unpitted 2-lb. Box	69¢
Pitted 1½-lb. Pkg.	79¢

Most Safeways Have a Complete Line of Lawn and Garden Supplies

GARDENIA PLANTS Free Flowering, Evergreen Foliage, Ready to Bloom. Large Size Plants—GALLON CAN **89¢**

IMPROVED
Dash
IVORY
Lava
Comet
2¢ OFF
Downy

Dash Detergent

9-lb. 13-oz. Package (Deal) **$1.89**

Comet Cleanser	2 for 31c	Tide Detergent	37c
Ivory Soap	2 for 39c	Cheer Detergent	32c
Personal Ivory	4 for 35c	Premium Duz	59c
Camay Soap	2 for 25c	Spic & Span Cleaner	33c
Zest Deodorant Soap	2 for 35c	Mr. Clean Cleaner	83c
Lava Hand Soap	2 for 29c	Downy Fabric Softener	44c
Ivory Snow	39c	Top Job Liquid Cleaner	51c

Favorites From The Dairy • Delicatessen Dept.

ICE MILK

Lucerne Assorted Flavors ½-Gallon Carton **49¢**

Nonfat Skim Milk	Lucerne—½-Gallon	39¢
Lucerne Butter	1st Quality, Grade AA Cubes—1-lb. Carton	69¢
Cottage Cheese	Lucerne—Pint Carton **(Quart Carton 57c)**	29¢
Lucerne Sour Cream	Plain or With Chives ½-Pint Carton	29¢
Lucerne "Choc"	Chocolate Milk—½-Gallon	51¢
Pure Orange Juice	Lucerne—Quart Carton	49¢
Lucerne Yogurt	Plain, Prune or Strawberry ½-Pint Carton	25¢
Cinnamon Rolls	Mrs. Wright's—9½-oz. Tube	3 for 89¢
Pressurized Cream	Lucerne—7-oz. Can	49¢
Gelatin Salads	Lucerne Fruit, Vegetable, Strawberry, Waldorf, Special of the Month Pint Carton	3 for $1

Lucerne CONCENTRATED MILK

One Quart of Concentrate
Makes 3 Quarts of Homogenized Milk
Use It Extra Strength as You Would
Half & Half for Cereals, Coffee, Etc.

Monterey Cheese	Safeway—Chunk, Loaf or Snack Bar . . . Random Weights—Lb.	69¢
Dutch Mill Goudas	Each	59¢
Danish Blue Cheese	Safeway, Imported—Lb.	$1.39
Imported Swiss Cheese	Safeway—Lb.	$1.69
Camembert Halves	Rouge Et Noir—Each	55¢
Liederkranz	Borden's, Foil Wrapped—Each	55¢

Sliced Cheese
Safeway—Longhorn, Burger Slices, Mild Cheddar, Monterey Jack . . . Randsom Wt. Pkgs.
Lb. **69¢**

Danish Cheese
Safeway—Samsoe, Tybo, Tilsit, or Port Salut
Random Weight Packages
Lb. **89¢**

Sugar Wafers
Leaf, Vanilla & Rainbow
Twin Pack 1-lb. Package **39¢**

FRESH BREAD
Mrs. Wright's Super-Soft 15-oz. Loaf **4 for $1**

Graham Crackers
Busy Baker—1-lb. Package
29¢

Report Continued: Nine New Shops in Village

(CONT. FROM P. 5)

GEORGE T. C. SMITH PHOTO

VILLAGE SHOPPING CENTER ON CARMEL VALLEY ROAD

provides additional space.

CHURCHES & SCHOOLS

There were 2 churches. A private school had been operating in the eastern section of the village, however it had moved. A public school is located adjacent to the commercial area on the northwest section.

COMMERCIAL USES IN CV VILLAGE APRIL, 1964

1 feed store
3 beauty salons
1 veterinarian
1 bookstore
5 real estate offices
1 pharmacy
1 bank
2 barbers
4 gift shops
2 nurseries
3 dentists
2 doctors

3 food markets
1 bakery
3 liquor outlets
9 eating and drinking
2 women's shops
1 children's shop
1 lawyer
4 service stations
1 lumber yard
2 art galleries
2 insurance offices
1 accountant
1 general store
1 furniture store
1 laundromat
1 cleaner
1 library
1 newspaper
1 printshop
1 plumber
1 hardware store
1 fabric shop
1 manufacturer

(Editor's Note: Since the planners' survey, the pet shop and bakery have gone out of business. An additional beauty shop, a third ladies dress shop and a ladies lingerie boutique have opened. There is a new ladies and children's shoe store, a new store specializing in artificial flowers and foliage and a new appliance sales and service outlet.

An antique shop, an additional small restaurant, an interior design shop and a dog-grooming establishment will shortly begin operations. This adds nine new enterprises -- and subtracts the two defunct shops.

Two dentists have left the village and two new ones have taken their location.

The print shop referred to has closed, but a new shop with considerably larger facilities will open soon at the Outlook office.

MULTIPLE FAMILY

At present approximately 68.5 acres adjacent to the commercially zoned area in the Village are zoned for multiple family use.

Approximately 61 acres or 90 per cent of the multiple family property is multiple family R-3 and is located adjacent to the Valley Village commercial area on the south.

The major part is located by Esquiline Road, with a small piece containing the Hide-A-Way motel located near the western entrance to the Village.

In the larger area, the section east of Esquiline Road is on a bluff overlooking the Carmel River and is suitable for development, but more than half of the area lying west of Esquiline Road is river bottom and subject to flooding.

The only development of any consequence in this section is the Lazy Oaks Spread located at the western end of De Los Helechos Road.

Three separate areas totaling about seven acres are zoned for multiple family R-4 use. One area located north of the airport on Ford Road contains four units.

An 18-unit multiple family dwelling is being constructed on the smaller of the two areas located south of the commercial district, while several church buildings occupy a part of the larger section.

Other than motel and tourist accommodations there are a few examples of multiple family development on commercial property. A series of units are located on Via Contenta and a 4 unit multiple family dwelling is located on Ford Road in the airport commercial district.

FIELD SURVEY

A survey of the Carmel Valley Village area was made on September 30, 1964 from 9:30 a.m. - 6 p.m. It was divided into two parts, consisting of two separate surveys conducted simultaneously.

One survey was conducted in the Village and the other took place on Carmel Valley Road west of the Village. The purpose of the surveys was to help determine the shopping habits of the people in the Village area and of others who trade in the Village.

A. SURVEY CONDUCTED IN CV VILLAGE

Two hundred and eighty-one interviews were taken in the Village, and of this number 21 persons lived outside Carmel Valley.

Three locations were picked as station points for questioning shoppers in the Village.

ANSWERS

1. Where do you live?
Village.........91.........32.4%
Valley..........168.........59.8%
Elsewhere......22..........7.8%

Two hundred fifty-nine or approximately 92% lived in the Village environs or somewhere in the Valley. Of the visitors (22), two came from Monterey, three from Carmel, two from Salinas, three from San Francisco.

Other points of origin included Birmingham, Ala., Del Rey Oaks, San Mateo, Oakland, Watsonville, Columbus, Ohio; Portland, Oregon, Pebble Beach, Santa Cruz, Los Angeles.

2. How often do you shop in the Village?

Daily	154	60.6%
Weekly	19	7.5
2 or 3 times	72	
week	7	28.3
Semi-monthly	2	2.8
Other		.8

More than half of the people interviewed shopped in the Village daily, while 28 percent shopped in the Village two or three times a week.

3. Where else do you shop?

Mouth of the Valley	168	32.7%
Monterey	105	20.4
Carmel	81	15.8
Salinas	75	14.6
Pacific Grove	48	9.3
Other (Military)	19	3.7
Seaside	18	3.5

The other areas where people shopped depended on the item desired. Except for food and beverages, Monterey was the next most popular place to shop.

Rancho Shopping Center at the mouth of the Valley placed second to the Village in popularity as a place to purchase food and beverages.

Carmel and Salinas followed Monterey as areas of shopping significance, with Carmel stronger in some commodities and Salinas stronger in others.

5. What additional store or services would you like in the Valley Village?

1.	Shoe repair	63
2.	Launderette	23
3.	Apparel for men	18
4.	Cleaner	14
5.	Restaurant	13
6.	Sports/hobbies	11
7.	Women's shoes	11
8.	Bakery	9
9.	Variety	8
10.	Medical/dental	6
11.	Women's apparel	6
12.	Bank	5
13.	Men's shoes	5
14.	Children's shoes	5
15.	Drugs	4
16.	Yardage	3
17.	Teen apparel	2
18.	Children's apparel	2
19.	Hardware	1

Comments and other services desired:
"Have enough stores now."
Six persons wanted a motion picture.
Two people asked for chain store (grocery).
Two people would like a department-like store.
Barbecue shop
"The Village should have more variety."
"We need a teen center with youth activities."
"I would like a massage place with steam baths."
A taxi and buses
Drive-in restaurant
Park
Tractor repair
An emergency aid station
Independent savings
Foster Freeze (2 people)
Ice cream store
Knit shop
Bowling Alley (5 people)
A golf range
Candy store
Sidewalks

6. Would shopping facilities at either of the following locations be more convenient for shopping?

Valley Hills Shopping Center
5.4%
Farm Center
14.1%

Approximately 20 percent of the people indicated that the two other commercial sites in the Valley would be more convenient for shopping, with the Farm Center being the most popular.

B. SURVEY CONDUCTED ON CARMEL VALLEY ROAD

A traffic survey on Carmel valley Road near Panetta Road was conducted at the same time as the survey in the Valley Village. Following is a list of the questions asked and a summary of the answers.

1. Where did you make your last stop?
2. Where are you going?
3. (Eastbound traffic only): Do you intend to stop in the Village?
4. (Westbound traffic only): Where do you do the most of your shopping?

1. Where did you make your last stop?
2. Where are you going?

The origin of eastbound traffic, or traffic going to the Village from points west of Panetta Road was composed of 33 per cent Valley derived traffic; about 20 per cent from Carmel and Monterey; 10 percent from Salinas; about 6 per cent each from Pacific Grove and Fort Ord, with a very small remainder.

The survey further showed that

(CONT. ON P. 9)

Complete Home Furnishings
LIBERAL CREDIT
Complimentary Decorator Service
Standard
FURNITURE CO.
Phone 424-4522 California at John St., Salinas

MONEY SAVING IDEA
The most exciting heating news is
Electradiant Heat
This type of radiant heat costs less than any other heating system to operate per year. An average cost of 10¢ per sq. foot per year. It is the ONLY type of radiant heat that can be placed under wood flooring. It will outlast all other types of heating systems.
PHONE OR CALL
TICE ELECTRICAL SHOP
"BUILD YOUR HOUSE TO FIT YOUR HEATING PLAN"
500 Del Monte Monterey 372-7345
OPEN UNTIL NOON ON SATURDAYS

Now Leasing . . .
SHOP SPACES
Over 5,000 square feet available for your selection. A unique opportunity to plan just the space you need.
New addition to Valley Center Bldg.
Carmel Valley Village
August Nieto, Leasing Agent 624-8253

County Report: Out-of-Village Trade Spread Evenly Among Area Cities

(CONT. FROM P. 8)

about two-thirds of the above intended to stop in the Village.

A review of the eastbound and westbound traffic surveys showed that the origin and destination points were consistent.

EASTBOUND TRAFFIC-- ORIGIN AND DESTINATION

Origin	Number	per cent
Carmel Valley W. of Sta.	442	33
Carmel	261	19
Monterey	256	19
Laguna Seca & East (Salinas	134	10
Fort Ord & North	83	6
Seaside	43	3
Del Monte Forest	19	1
Rio Vista & Carmel Knolls	17	1
South Coast	15	
Del Rey Oaks	3	
Sand City	1	

Destination		
Village Commercial	695	52
Robles del Rio	164	12
North Side - Ford to Poppy	120	9
Poppy to Stefani	113	8
Station to Ford Road	108	8
East of Camp Stefani	99	7
South Side - Ford to Poppy	51	4

WESTBOUND TRAFFIC-- ORIGIN AND DESTINATION

Origin	Number	Percent
Village Commercial	894	72.5
Robles del Rio	88	7.1
North Side Ford to Poppy	73	5.9
Station to Ford Road	69	5.6
East of Camp Stefani	62	5.0
Poppy to Stefani	30	2.4
South Side Ford to Poppy	18.	1.5

Destination		
Carmel Valley W. of Sta.	443	35.9
Monterey	233	18.9
Carmel	212	17.2
Laguna Seca & East (Salinas)	113	9.2
Pacific Grove	71	5.8
Fort Ord & North	60	4.9
Seaside	40	3.3
Del Monte Forest	20	1.6
South Coast	19	1.5
Rancho Shopping Center	19	1.5
Del Rey Oaks	3	.2
Sand City	1	

3. (Eastbound traffic only) Do you intend to stop in the Village?

In all cases more than 50 percent of the people from various points of origin intended to stop in the Village.

4. (Westbound traffic only) Where do you do the most of your shopping?

A traffic survey indicated that about two-thirds of the westbound drivers do their major shopping outside of the Village.

Carmel and Monterey almost tied for the most popular place. While Salinas and points north of Monterey came next, with Pacific Grove a weak fifth.

SUMMARY

The Village shopping survey and the traffic survey proved, with one exception, consistent with each other.

The areas of greatest shopping other than the Carmel Valley Village were similar. The popularity of the Rancho Shopping Center at the mouth of the Carmel Valley, however, was considerably different. Undoubtedly the reason lay in differences of manner in asking the questions.

The surveys showed that a large number of people trade outside of the Valley Village. Shopping was fairly evenly distributed among Monterey, Salinas, and Carmel.

SPENDABLE DOLLARS

Following is an analysis of the amount of spendable dollars which the commercial section of the Valley Village may expect from trading zones and "bonus trade." These amounts are calculated according to commodity groups.

With this method of analysis it is possible to determine the amount of dollars spent annually by families of different income levels for various commodities.

PART OF VALLEY CENTER, SOUTH OF CV ROAD IN VILLAGE

An estimate of the total spendable dollars and a percentage of this total is given in order to determine the amount of trade that may be expected from the trading zones, supplementary trading zones and "bonus trade." "Bonus trade" means tourists and visitors to the area not included in the population of the trading zones.

DEFINITIONS

TOTAL SPENDABLE DOLLARS -- Accumulated commodity expenditures, derived by determining the average disposable income per family for various commodities.

ESTIMATED VOLUME TO THE CENTER — An estimate of the percentage of the total spendable dollars which the Valley Village may realize in return for consumer goods. This would be the amount of money the Valley Village could expect from the total spendable dollars.

Merchandising methods used today make it difficult to define a specific type of outlet for a specific commodity. For example, it is not possible to say that all items in a food group will be sold in one store, and certain items sold in one store may also be found in other kinds of stores.

Therefore, the total dollar sale of a commodity represents the combined volume of the particular commodity by all of the outlets which stock it. Thus the following estimates are by commodity groups and not by types of stores.

"Spendable Dollar" estimates are not intended to be an analysis of the income of the individual stores which are presently located in the Valley Village.

The "Spendable Dollar" analysis is an attempt to estimate the amount of retail trade which the Valley Village might realize. Through this method it is possible to gain a perspective of the overall size of a shopping complex economically feasible for the Valley Village.

A comparison, however, will be made with the total square feet of retail space and the volume of trade.

TRADE AREA ZONES

Zone A is considered the primary zone. From a standpoint of convenience alone the people living in this zone shop at the Valley Village. But all of their needs cannot be satisfied here, and they shop elsewhere for certain items.

Zones B and C are considered secondary zones. With the possible exception of some people at the east end of Zone B, these people do not use the Village for everyday shopping needs. Some of the people in these zones with leisure time may visit the Village to shop.

Zones D, E, F, G and H are combined as the percentages of their spendable dollars for items that did not vary significantly. The people in these zones may visit the Village on a pleasant day, when showing it to visitors or to dine.

The other groups in the area are included in the bonus trade. Of course the most outstanding is Salinas which has retained a close relationship with the Robles del Rio area for more than thirty years. Tourists and pleasure seekers from greater distances are also included in the bonus trade.

SPENDABLE DOLLARS BY COMMODITY GROUPS AND ESTIMATED VOLUME TO CENTER

ZONE A (Valley Village Area-Rancho Tularcitos to Laureles Grade)

NO. OF FAMILIES: 895
AVER. NO. PERSONS
PER FAMILY: 3.2

	DOLLARS	VOLUME
FOOD AND RELATED ITEMS	1,082,804	649,682
LIQUOR	69,889	41,933
EAT AND DRINK	390,490	78,098
CLOTHING & ACCESSORIES	693,209	103,642
DRUGS & COSMETICS	114,639	51,587
VARIETY, SUNDRIES, ETC.	81,501	44,825
APPLIANCES & FURNITURE	543,265	43,461
HARDWARE, GARDENSUPPLIES	141,507	56,602
RECREATION EQUIP. INCL.		
SPORTS EQUIP., TOYS, STA—	304,510	18,270
TIONERY, BOOKS, ETC.	147,712	73,856
PERSON SERVICES		
TOTALS	3,569,525	1,161,956

(CONT. ON P. 11)

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FOR SALE: 1960 Pontiac Bonneville Convertible. Low mileage. Complete power. Have to see to appreciate. Jim Wood Auto, 526 Abbott St., Salinas. 424-1738. Look for the candy-striped light poles.

FOR SALE: Golf set, almost new. 3 Wilson woods - 10 Walter Hagen irons - Golf bag - Golf cart. Phone for details 624-8261, Ext. 503.

FOR SALE: AKC registered poodles. Good pedigree. $50. 659-4143 after 6 p.m.

: WANTED:

WANTED SECRETARY—Work in vicinity Carmel Valley Village. Girl Friday for Financial and Management Consultant. Call 659-2736.

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FOR RENT: Excellent room for employed person, small room adjoining with conveniences, phone in room, outside private entrance, choice Carmel location. Call 624-8698 mornings or evenings.

FOR RENT: Furnished Apartment in Valley Center. Large living room. Water and garbage included. $125. OL 9-4286.

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Report: Tourists Cause 'Concern' Here

(CONT. FROM P. 9)

ZONE B (Middle Valley - Laureles Grade to Valley Hills)

TOTAL POPULATION: 1,195
NO. OF FAMILIES: 426
AVER. NO. PERSONS
PER FAMILY: 2.8

ZONE C (Lower Valley - Valley Hills to Carmel Knolls)

TOTAL POPULATION: 1,215
NO. OF FAMILIES: 486
AVER. NO. PERSONS
PER FAMILY: 2.5

FARTHER ZONES DEFINED

ZONE D: City of Carmel and environs to top of Carmel Hill
ZONE E From Carmel River south to include the Highlands
ZONE F Del Monte Forest to Forest Hill
ZONE G: Cities of Pacific Grove and Monterey, some outlying territory also.
ZONE H: Toro area and Los Laureles grade. Most population here in San Benancio Village.

COMMODITY	DOLLARS	VOLUME	DOLLARS	VOLUME
FOOD AND RELATED ITEMS				
LIQUOR	515,291	206,116	585,837	87,876
EAT AND DRINK	33,243	9,972	37,795	1,889
CLOTHING & ACCESSORIES	185,825	22,299	211,269	10,563
DRUGS AND COSMETICS	329,882	32,988	375,052	18,752
VARIETY, SUNDRIES, ETC.	54,554	8,183	62,024	3,101
APPLIANCES & FURNITURE	38,784	7,757	44,095	2,205
HARDWARE, GARDEN SUPPLIES	258,582	7,757	295,002	5,900
RECREATION EQUIP, INCL.	67,340	10,101	76,561	2,296
SPORTS EQUIP., TOYS, STATIONERY, BOOKS, ETC.	144,909	5,796	164,751	1,647
PERSONAL SERVICES	70,323	10,548	79,953	3,198
TOTALS	1,698,733	321,517	1,932,339	137,427

SUMMARY OF SPENDABLE DOLLARS

Zones A,B,C, -----$1,620,900
Zones D,E,F,G,H & Bonus Trade
---------------- 440,000
Total spendable dollars
----------------$2,060,900

Assuming an average of $40 per square foot (the amount of spendable dollars received for each square foot of gross leasable space) the total would be 51,500 sq. ft. The existing comparable space is approximately 56,400 sq. ft., which would indicate that the size of the commercial area is sufficient.

The $40 per square foot is lower than the average for a metropolitan area. The rural location of the Valley Village presupposes that the square foot volume would be less.

Service stations were excluded from the commodity groups. Ordinarily a service station must pump 40,000 gallons a month to be successful, with 70 percent of business in credit cards.

OFFICE SPACE

Office space may vary depending upon the city or area. The Monterey Peninsula has approximately 3.5 square feet per capita. Office space may go as high as 30 square feet per capita.

Considering Zone A alone, the office space per capita would be 6.4 while Zones A and B combined is 4.6 square feet per capita.

(CONT. ON P. 12)

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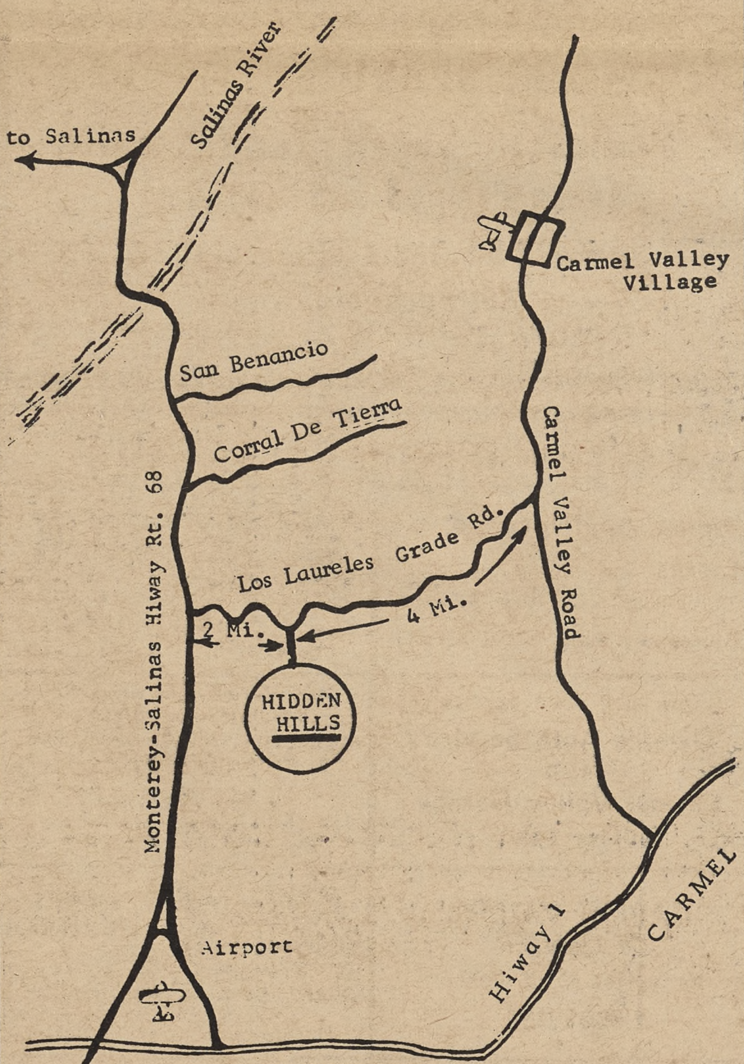

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Village Report: Rural Character Here Will Remain

(CONT. FROM P. 11)

COMMERCIAL AREA SPACE REQUIREMENT

The Monterey County zoning ordinance states the following for a planned commercial district:

25% buildings
65% parking and roads
10% landscaping.

Using the figures gathered in the physical survey of the Valley Village, the following is a comparison:

1. Square foot of commodity groups --- 56,400
Square foot of office space ----------18,750.
Total----- 75,150 sq. ft.*

*This represents 25 percent of the total area.

2. 65% of area in parking and roads-------195,390 sq. ft.
3. 10% in landscaping ------------30,060 sq. ft.

The total area would be 300,600 sq. ft. or approximately seven acres. This does not include gas stations and some miscellaneous uses which would account for another three acres.

The total acreage above is approximately 10 acres, which is in general the size of the area found to be used for commercial purposes in the Village.

This does not mean that conditions in the Village are ideal, as placement of buildings and the relationship of the entire center must be related for a successful business district.

In 1964 approximately 10 acres in the commercially zoned area in the Carmel Valley Village were being used for retail purposes.

The estimated ten acres devoted to retail sales included land occupied by buildings and the surrounding area used for parking and landscaping. In some cases the entire individual parcel was included, but the undeveloped land in the larger parcels which could be used for expansion or additional buildings and accessory uses was not included.

It is estimated that when the Valley reaches a population of 19,000 the distribution would be as follows: Zone A - 4,930, B - 7,840 and C - 6,230. It is anticipated that in Zones B and C that there will be large gains in population, while Zone A will have the least amount of growth and in all probability will not double in population.

POPULATION

	A	B	C	Total
1960	2,670	600	350	3,620
1964	2,865	1,195	1,215	5,275
19—	4,930	7,840	6,230	19,000

With increase in population in Zones B and C the commercial potential of the Valley Hills Shopping Center and the Farm Center will increase in importance. While the Carmel Valley Village will continue to draw from other areas its importance will depend upon the types of facilities it contains, as well as its character.

The physical features of the Valley are important to consider as the walls of the Valley are confining. Additional roads leading from the Carmel Valley Road north out of the Valley are planned, with the junctions at Valley Hills and Farm Center shopping areas.

Some growth will take place east of the Valley Village which would add to trade in the Village, but growth north and south is limited.

Because of its location and anticipated growth, it appears that twenty-five acres of commercially zoned property in the vicinity of Carmel Valley Village would be more than sufficient.

CONCLUSIONS

In order to forecast the future certain basic conditions must be assumed:

--That consumer purchasing habits will be similar.

--That the ratio of the dollar and its purchasing value will be maintained.

--That merchandising methods will remain unchanged.

The trend to retain the rural character of the Carmel Valley which has been established, is expected to continue. The retention of larger building sites and the desire to keep a relatively low density in Carmel Valley will tend to limit commercial expansion.

At present approximately 10 acres in the Valley Village are used for commercial purposes while 87 acres are zoned for this use. From a market or spendable income standpoint it appears that approximately 10 acres is sufficient for the present population and trade which the Valley Village receives.

Future growth will cause a demand for additonal land to be developed for commercial purposes, but population projections and economic factors indicate that 87 acres is excessive. A total of 25 acres for retail stores and parking would be adequate for future development.

An additional 15 acres, or a total of 40 acres, would include a generous safety factor to allow for a choice in land development and provide for greater site selection, thus preventing the establishment of monopolies.

Approximately 10 acres should be considered for service commercial and other uses. In addition to the service commercial other facilities could include public, entertainment and cultural facilities which would compliment the character of the Village.

This would bring the total to 50 acres.

The suggested 50 acres reserved for commercial, cultural, public and service commercial uses would indicate an excess of approximately 35 acres which is now zoned for commercial use.

It is obvious that certain of the property which is presently zoned commercial might not be practical for such purposes because of terrain and location.

It would be more appropriate to retain it as income property including such uses as multiple family garden facilities. This means development which provides for abundant open space and landscaping.

At this time certain peripheral commercial properties could be used for multiple family development and appropriately zoned when used. The existing motels and multiple family uses located in the Carmel Valley Village commercially zoned area are included in the suggested 35 acres.

To more clearly define the Valley Village area it is imperative that the Village have a master plan which should be executed in close cooperation with the property owners and merchants in the Village.

Circulation should be given first consideration. Without a set pattern it is impossible to plan the elements which make up the Village. Other features of the plan should include the following:

1. Recommendations on store groupings. Pedestrian oriented versus vehicular traffic.
2. Recommendations for parking and landscaping.
3. Recommendations for treatment of the Village.
4. Recommendations for location of multiple family dwellings as well as density and architectural control.
5. Recommendations for locations of retail, service commercial, cultural, recreational and other uses.

Lions' Chairman Thanks Dancers

On behalf of the Lions Club of Carmel Valley, Charlie Gansel this week thanked the enthusiastic pulbic "for everything they did to participate and help us" with the Wine-and-Roses dance last week.

"Whether it was taking tickets or making the decorations beforehand or right down to the guy who bought a ticket to help out and didn't even come -- this is just to thank everybody," he said.

At least 400 people attended the affair at Carmel Valley Inn, an overwhelming response, Gansel said, to his first effort at being chairman of a dance.

Legal Notice

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Attorney at Law
Professional Building
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Salinas, California
and
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Telephones: Salinas 424-5394
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The names in full of all the members of said partnership and their respective residences are as follows:

WINIFRED R. DEADRICH, residing at Country Club Drive, Carmel Valley, California

DOLORES L. WILLIAMS, residing at Country Club Drive, Carmel Valley, California.

Witness our hands this 31st day of December, 1964.

Dolores L. Williams
Winifred R. Deadrich

STATE OF CALIFORNIA)
County of Monterey) ss.

On the 31st day of December, 1964, before me, personally appeared WINIFRED R. DEADRICH AND DOLORES L. WILLIAMS, known to me to be the persons whose names are subscribed to the foregoing instrument and acknowledged to me that they executed the same.

Witness my hand and seal at my office this 31st day of December, 1964.

Louis C. Moore
Notary Public in and for the county of Monterey, state of California

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Bob's Corner HOUSEHOLD HINTS

BY BOB LAMBERT

Owner of Valley Appliance Sales & Service 659-4039.

This week's hint of the week concerns automatic washing machines. Due to the natural softness of the water of this area, compared to other parts of the country, considerably less detergent is needed to break down the hardness level. Like a cup of coffee that will only absorb so much sugar, leaving the excess to settle at the bottom, the water in the machine will only absorb so much detergent. Excess detergent settles to the bottom, is picked up by the pump and is then beat into a froth which causes all kinds of problems in the washing and rinsing cycles.

Top loading machines in this area should use no more than 1/4 cup of detergent for white clothes and no more than 1/2 cup for dark and dirty clothes. Front loading machines need less detergent: 1/8 cup or 1/4 cup per type load. If your home is equipped with a water softener, cut these quantities in half. When your clothes are washing, there should be only a slight indication of suds, except when using natural soaps. Remember, however, different size loads take different quantities of detergent. We have been discussing the maximum.

DEAR BOB: I have an older style Westinghouse electric range. When the range was new, I noticed that the broiler element would come on and get hot during the bake cycle. Lately, I have noticed that this is not happening, but the broiler element seems to work during the broiler cycle. I have also noticed that my cakes do not seem to come out just right. Do these symptoms indicate trouble? —Mrs. R. L.

DEAR MRS. R.L.: Most of the best quality electric ranges have a switch in conjunction with the thermostat on the oven that operates the broiler element on the 110 volt cycle to help circulate the heat in the oven and to help brown bakery goods on top. If this switch is defective, the broiler element will still work on 220 volts during the broiler cycle, but will not work on 110 volts during the bake cycle. This could account for your erratic baking. —BOB

DEAR MRS. M.: Aluminum foil may be used on the racks of the oven provided enough space is left all the way around to allow heat to circulate freely. —BOB

Questions concerning appliances may be sent via post card or letter to Bob's Corner, Bin CC, Carmel Valley.

Carmel Valley Outlook

LEISURE TIMES

SECOND SECTION

ANDREA SPARKS AND CARMEL CARTOONIST ELDON DEDINI EXCHANGE IMPRESSIONS AT SHOW PREVIEW

ARTISTS, GUESTS PACK THUNDERBIRD FOR PREVIEW

A preview party of the current art exhibit at the Thunderbird bookstore in Carmel Valley drew a packed shopful of guests Saturday , including several of the exhibiting artists.

Each painter chose a representative work to hand in the invitational showing. The 10 artists were those named by John Boit Morse in a recent San Francisco publication as the most creative on the Monterey Peninsula.

They include Andrea Spark, whose painting was a mixed-media expressionistic, Joan Savo, who contributed a portrait in oil, Virginia Conroy, whose entry was an oil entitled "A. Point," and Ben Bishop of Pacific Grove.

Also represented were Gerald Wasserman by a wash, Eugene Newmann by a drawing and Virginia Hannon.

The show will be reviewed in the Outlook's Peninsula Palette next week.

Guests at the preview included other artists, musicians, writers and local patrons of the arts. The show will continue through March 20.

MORE PHOTOS ON PAGES 16 AND 17

Trail, Saddle Club Plans 14 Events In Valley

Some 14 equestrian events will be presented in Carmel Valley this year, according to Trail and Saddle Club President Ballard White.

White announced this week that the Carmel Valley Horsemen will hold all their 1965 events at the Trail and Saddle Club grounds off Garzas Road.

Four Sundays have been reserved by the Horsemen's group for horse shows and an additional two Sundays for other types of events.

The Horsemen's big annual show is to be the Sunday before Labor Day, the Trail & Saddle Club's annual Gymkhana in October.

White said he thought it would be "a good idea" for his group to participate in the Pioneer Days celebration suggested recently by Al Norman of the CV Experimental Aircraft Association, and that he would discuss the proposal with T and S members.

Improvements are now underway at the T and S grounds, with the arena to be enlarged by about 75 feet, the track enlarged proportionately and a new holding pen and warm-up arena developed.

White said Trail and Saddle would hold several events for its large and enthusiastic group of juniors.

"In addition, the kids will no doubt put on several shows themselves, as they did last year," he said.

A few family memberships in the club are available, White said, and those interested in joining may contact Membership Chairman Mrs. Ben Dahle of Meadows Road. About 75 families now belong to the club.

Besides White, officers are Don Roberts, vice-president; Arne Halle, treasurer, and Blanche Early, secretary.

White Oaks Continues 'Mousetrap'

White Oaks Theatre will extend its current production of Agatha Christie's "The Mousetrap" for five additional weekends, thru March 27th. Curtain time is 8:30 PM,; reservations may be obtained by calling 659-2248. Special group rates are available.

Ron Stokes who has played the role of Giles Ralston for the past five weeks has been replaced by L. Dale Harris. Stokes has returned to Hollywood to fulfill previously made television commitments.

"The Mousetrap" is a comedy-mystery set in an English country house during a snowbound weekend.

"Winnie-The-Pooh" based on the A. A. Milne children's classic, will play every Sunday thru March 21.

New Exhibits At Mission

New exhibits featuring Indian lore have been added to the rooms of the Museum in the Carmel Mission located in the "old Rectory," the building to the north of the main entrance to the Basilica.

Also of interest is the group of photographs showing the rebuilding of the Mission which have been reframed and repositioned.

BOUGH
MA. 4-4044
DEAN MARTIN KIM NOVAK
RAY WALSTON
in Billy Wilder's new comedy KISS ME, STUPID
THIS PICTURE IS FOR ADULTS ONLY
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SAT 2 - 7 & 9 SUNDAY CONT. FROM 2 P.M.

Audubon Wildlife Film
"NEW ENGLAND SAGA"
Personally Presented by John D. Bulger
TUESDAY, MARCH 2, 1965
presented in CARMEL Sunset Auditorium 8:00 P.M.
San Carlos between 8th and 10th Sts.
Co-sponsored by
Monterey Peninsula Audubon Society
and the
Carmel Unified School District
General Admission: Adults, $1.25, Students, .50

Carmel Photographer to Open Gallery - Photo Lab March 1

Lester Kierstead Henderson, portrait photographer who maintains a gallery in Carmel, will open a new enterprise in Monterey on March 1, combining a fine arts gallery, a photographic laboratory, and offices.

With his wife Anne, who collected many of the objets d'art to be displayed, Henderson will show the work of several nationally known artists who use various media of expression.

Included will be water colors by Donald Teague, satirical paintings by Ralph and Martha Cahoon, bas-relief panels and screens by Vernon Smith, a group of Martha Mood tapestries and Felix de Cossio portraits.

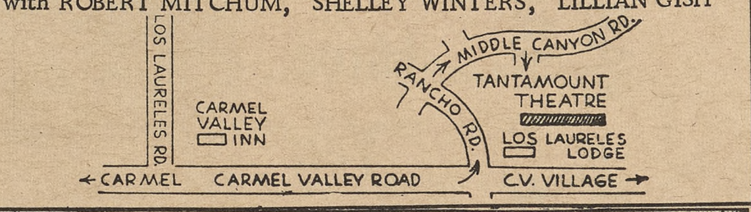
Henderson, an electrical engineer by education and an airplane pilot as well as a photographer, has a wide acquaintance among artists and has often been instrumental in matching a particular work of art with an appropriate setting in a home where such a piece was sought.

The present exhibit will continue through April 1.

VALLEYITES BREAK VOTING RECORD

A bigger percentage of voters turned out at Carmel Valley Community Center polling place last week than at any other of the 23 Monterey Peninsula College election polling places.

TANTAMOUNT THEATRE
CARMEL VALLEY
Phone 659-2405
ALL SEATS $1
THIS WEEK FRI., SAT. AT 8:40 PM
SCREENPLAY: JAMES AGEE. DIRECTION: CHARLES LAUGHTON
'NIGHT OF THE HUNTER' (1955)
with ROBERT MITCHUM, SHELLEY WINTERS, LILLIAN GISH



HELD OVER!
AGATHA CHRISTIE'S Thriller
'THE MOUSETRAP'
Friday & Saturday Evenings 8:30 PM
'Winnie the Pooh'
Sunday Matinees at 2:30 PM
Reservations 659-2248
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WHITE OAKS THEATRE
Carmel Valley Road, between the Tennis Ranch
and the Hide-A-Way Motel
Special Student and Group Rates Available

Howard Bobbs

Carmel Artist Makes Good Bet for Salinas City Hall Competition

Announcement of a competition to furnish art for the City Hall in Salinas came to our attention recently just after we had seen at the studio of Carmel artist Howard Bobbs some wonderful Mexican scenes which he painted last summer.

The subject matter of the canvases on these pages immediately struck us as suitable for the competition, and we suggested that the artist submit his work to Salinas because of the Spanish-American heritage of the area. We personally feel that the selection committee there would choose well in acquiring a painting by a fine artist who has captured the mood and essence of Old Mexico.

ABOUT THE ARTIST

Howard Bobbs has lived in Carmel for most of the past 16 years, residing before then in New Mexico. He attended the Art Students' League, the National Academy School, and the Phoenix Art Institute, all in New York. He also studied at the Hollywood Art Academy and the Otis Art Institute in Los Angeles.

His work is on display at the Galerie de Tours in Carmel, the Pebble Beach Gallery at Del Monte Lodge and the Carmel Art Association Gallery.

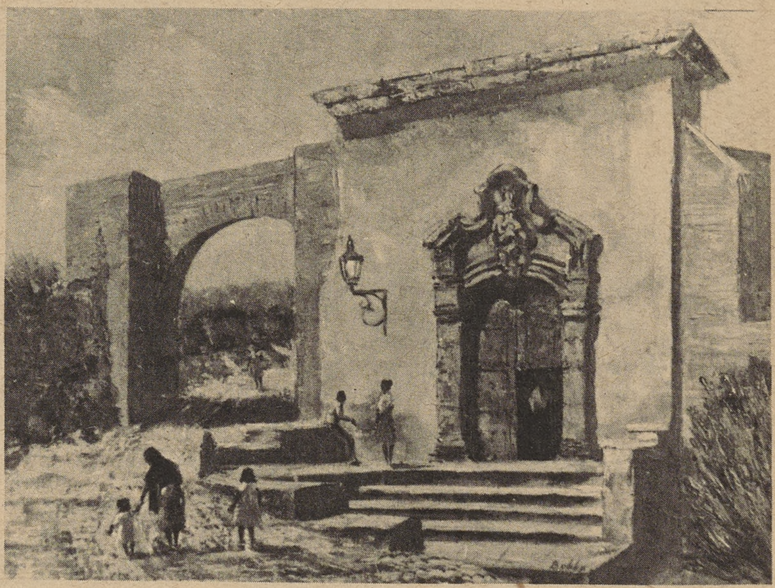
ABOUT THE WORK

The earthy colors and strong sunlight effects suggestive to tropical subjects are unfortunately lost in black and white reproduction. Bobbs paints in a traditional manner that leaves no doubt what he has seen, and transfers his experience to the viewer. Careful in composition, the artist suggests unending vistas surrounding his drawings, which are only the central theme. This sense of openness and space is essential to a good landscape.

Howard Bobbs' translation of his enthusiasm for simplicity into pictorial images is his greatest virtue. He plays no tricks; what you see is life, and life is humble.

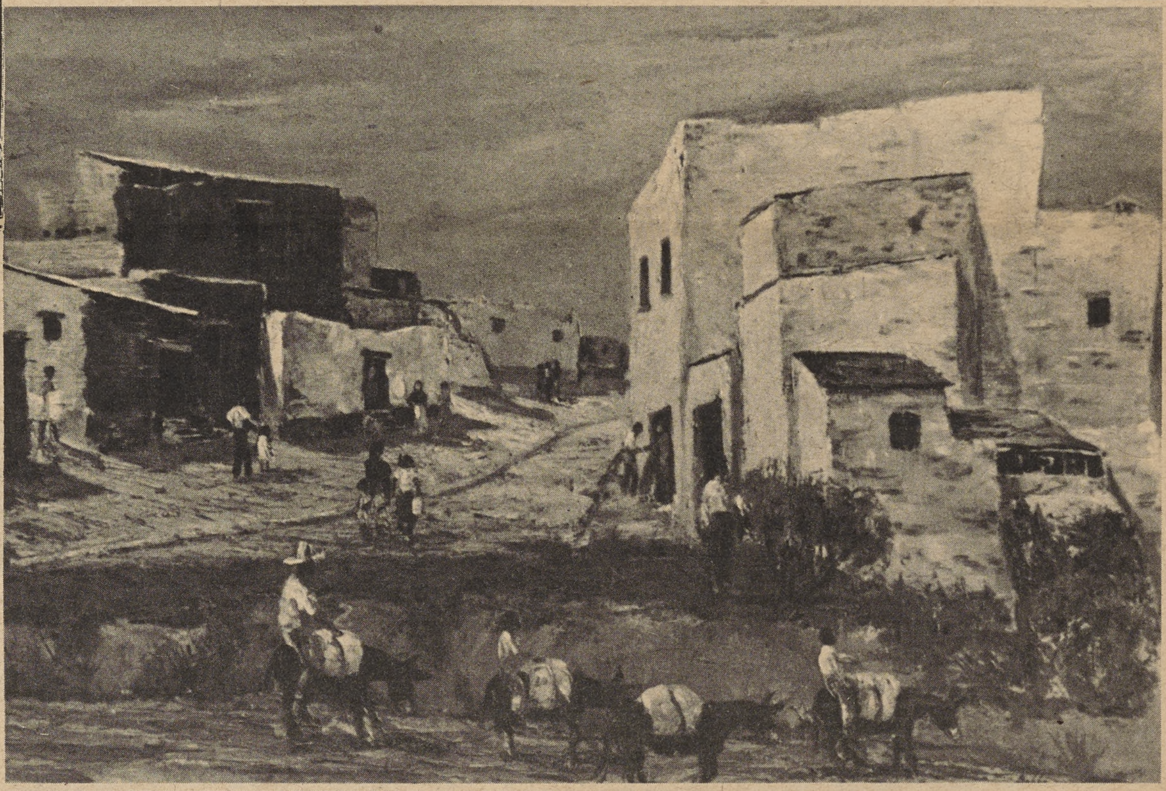
Peninsula Palette

BY DUKE SCOTT



MEXICAN FACADE
OIL—18 X 24

BURRO TRAIN
OIL—24 X 36



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daily including
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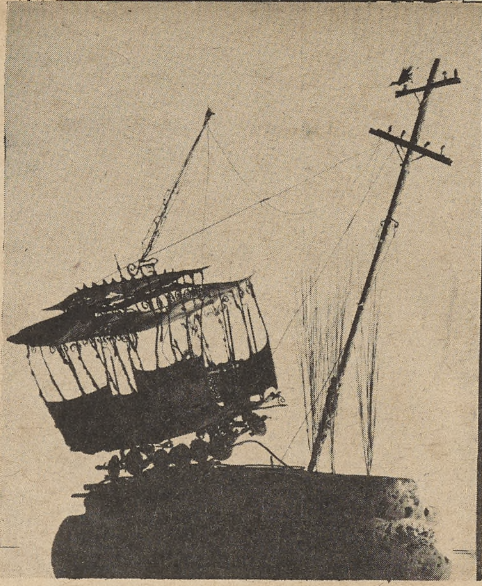
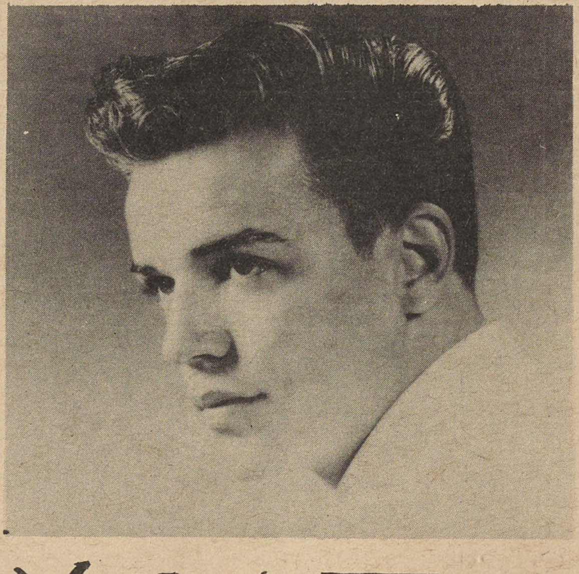


"Cable Car"

GALLERY CARMEL
Donald Buby
and
Malcolm Moran

San Carlos at 5th
in Carmel



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The ATMOSPHERE is MARVELOUS

But —
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Heard
JERRY WINTERS ?
at the pianobar
REUBEN'S
DINNER HOUSE
Carmel Valley

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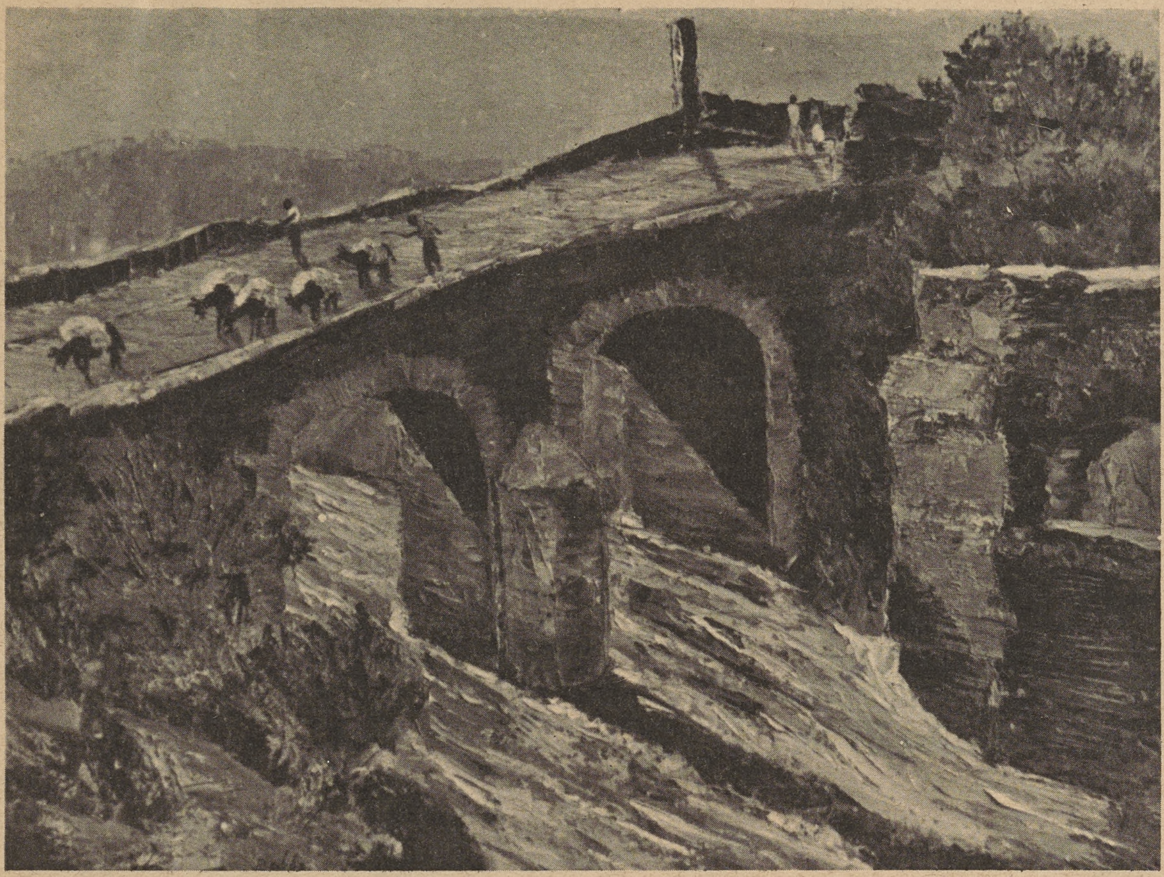
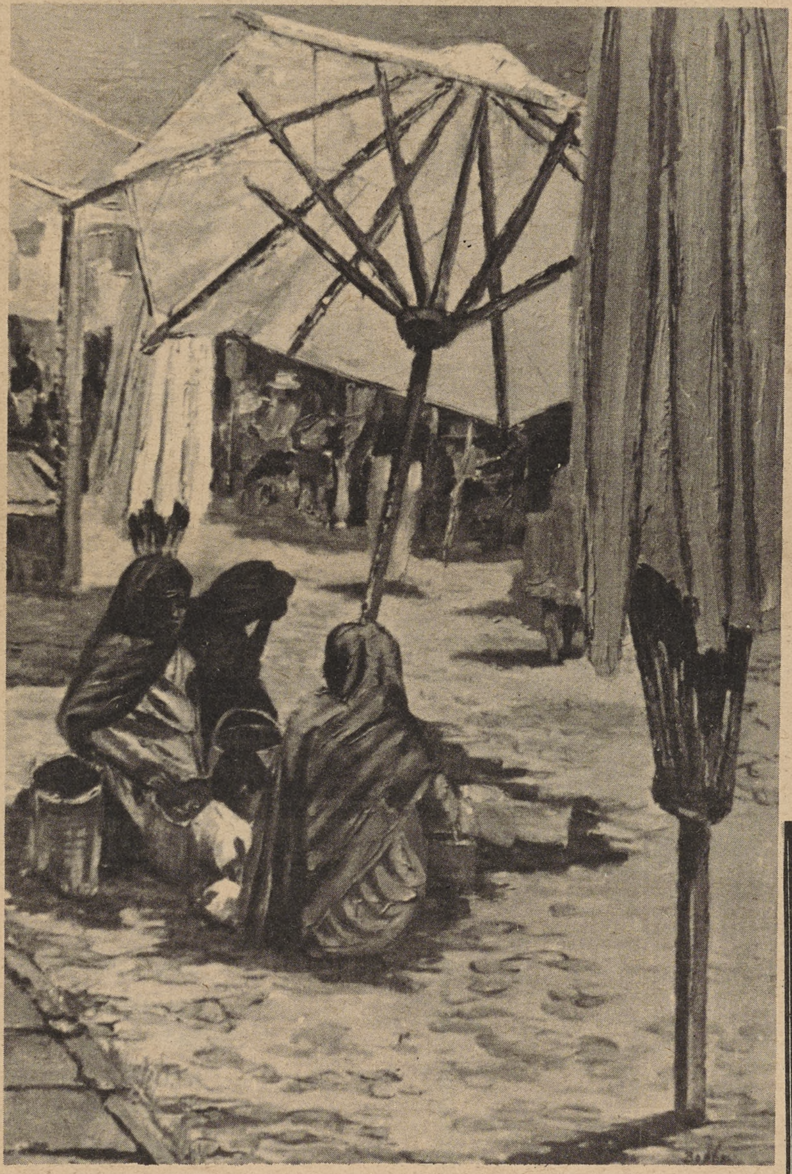


GUANAJUATO
BRIDGE
OIL—
24 X 18



MEXICAN
MARKET
OIL—
24 X 36

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Just Good Food
SERVING BREAKFAST-LUNCH-DINNER
OPENING MONDAY, MARCH 1
HOMEMADE SOUPS-
Samples of Our Soups of the Day: French Onion, French Cabbage, Minestrone, New England Clam Chowder, Potpourri, etc.
AUTHENTIC DINNER SPECIALTIES-French Cooking, Chow Mein, Italian Dinners, New England Dinners, Seafood, and even Tahitian Tash
HOMEMADE PIES AND DONUTS
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the Peninsula

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(Advanced Foot Sweep)

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Academy

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MONTEREY
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TOP: Three Artists meet among the books -- Virginia Hannon of Monterey, Joan Savo of Pacific Grove and Gerald Wasserman of Cannery Row.

BOTTOM: Mrs. Eugene Newmann of Jamesburg in Upper Carmel Valley, whose husband is one of the exhibitors, expresses an opinion to Ben Bishop, Pacific Grove artist. In background is Joan Savo's oil, "Man in Blue Shirt."

MR. AND MRS. JESSE BRAUC
converse with artist Juan Soli
before the oil "A. Point" by
Mrs. Braucht is curator of the
Peninsula branch of the Amer
of Arts.

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RS. JESSE BRAUCHT of Carmel
th artist Juan SoJis, standing
il "A. Point" by Virginia Conroy.
t is curator of the Monterey
ranch of the American Federation

MORE OF THUNDERBIRD PREVIEW

GEORGE T. C. SMITH PHOTOS

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Fragos, DeJong Perform Handel, Piston At All Saints'

Music On The Peninsula

By Mary Lindsay-Oliver

Louis Fragos and Maria de Jong played a sonata recital of works by Handel, Beethoven, Schubert, Mozart and the contemporary Walter Piston at All Saints' Parish Hall last week. Fragos, who has lived a good deal on the Peninsula and taught for a time at the Robert Louis Stevenson School, was welcomed by many friends.

The pianist de Jong from San Francisco was reported as "accompanist," mistakenly, as sonatas for violin and piano have equal importance for the two instruments that complement each other. These artists succeeded in attaining the proper balance, though in the Handel and Beethoven works the violin seemed not quite tuned with the piano.

Most successful on the program were the Schubert and Mozart numbers and the composition by the modern Piston. The latter's chamber works were recently presented at the Coolidge Festival in Washington which I heard there.

I was agreeably surprised by his Sonata with its interesting adagio and allegro vivo movements, which showed form and melodic intent rather than the extremely disturbing dissonance that Piston is apt to write.

Fragos has grown in performance since he was last heard here. He is an earnest musician with considerable experience, and was fortunate to have the cooperation of Maria de Jong, who is an excellent pianist. They made a pleasing picture on the stage, where their friends went to congratulate them.

WADE PARKS RECITAL

The well known pianist from Pacific Grove, who has played several times with the Monterey County Symphony Orchestra, is about to start on a tour of southern California, and presented part of his program to a large Town House Foundation audience last week. He played selections by Bach, Chopin, Debussy and other classical composers.

Parks is one of our best musicians, and a performer with power and flexibility that never fails to draw recognition. His rendering of the Chopin "Revolutionary" Etude was one of the highlights of his interesting program. It proved his mastery of any technical or tonal demands in an individual expression.

He received strong appreciation from the audience to whom he was presented, in her charming way, by Helen Schutes, chairman of the Wednesday programs. Visitors may always attend these Town House Foundation concerts.

TRIO ITALIANO DE MEXICO

Three musicians of individual attainments, Renato Biffoli, violinist; Paolo Salvi, violincellist; and Armando Lavalle, violist, presented trios by Haydn, Beethoven, Schubert and a modern, Margola, Friday evening in the MPC Music Hall.

They played with plenty of verve, but a rather spasmodic manner throughout robbed some of the music of its usual dignity and continuity. In their emphasis and tonal exuberance they seemed to reflect a possible bid for popular appeal rather than the appreciation of a high level concert audience.

Perhaps, however, that is what Mexico likes. Having not even crossed their border, I do not know!

Their determined and sometimes disjointed manner of performance, particularly in the classic numbers, was better suited to the Partita a Tre by Margola. They played to a full house and received generous applause.

Now that the election has given MPC its needed bonds, perhaps even more music will be offered free to the community by the College.

FATHER NICHOLAS IN KIP SCHOOL BENEFIT

Being unable to attend the performance on Sunday, I witnessed a final rehearsal at the home of Mr. and Mrs. Henry Huntington in Pebble Beach. The Rev. H. M.M. Nicholas is a most versatile individual and a fine violinist.

He has created an original entertainment which he calls "Fact, Fancy and Fascination of the Fiddle," and which he is repeating for the Music Club of San Francisco this Friday.

His brilliant execution, amusing actions and talk rival the well known Jack Benny, but give more diversity and meaning to the possibilities of the instrument. He undoubtedly entertained his audience thoroughly and will do so again in San Francisco.

Father Nicholas was accompanied by Camille Oleata who adds much to the whole.

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'Paddy's Parade' Fashion Show Names Models

Models were named this week for the Mother and Daughter Fashion show, "Paddy's Parade," scheduled for Tuesday, March 9 under the auspices of the Carmelo Parents Club.

Representatives of classes from Kindergarten through 4th grade were selected by drawing names from a hat; the following girls consequently will show spring fashions from the Sugar 'n Spice Shop: Jodi Ricketts, Jenny Douglas, Liz Lyons, Julie Welborn, Melissa Weyland, Betty Hancpol, Ann Springer and Bonnie Chin.

Fifth grade representative, Lynn Powers, was chosen by her classmates.

Alternate names were also drawn in case any of the little girls should succumb to the sniffles or worse, just before the big evening. Filler-inners will be Kathy Sanders, Jennifer Mello, Robin Nielson, Marianne Hall, Glynis Beck-Myer, Susan Smith, Wendy and Nadine Wilson.

Mothers who will model outfits from Ellen Waters' shop are Mrs. John Otter, Mrs. Edgar Leslie, and Mrs. Ernest Piper. Miss Enid Palmerlee, Miss Joan Haggarty and Mrs. Anna Kohner will represent the faculty as models.

Ellen Waters will furnish the commentary on the show, and a newly formed choir, under the direction of John Farr, will sing. Prizes will be provided by the Singer Sewing Center of Monterey and by Mrs. Waters.

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• CHIROPRACTOR •
announces the opening of his
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Dr. Kehoe is a former member of the faculty of Palmer Chiropractic College, and formerly on the staff of B. J. Palmer Chiropractic Clinic.
By appointment
10:00 A.M. to 8:00 P.M.
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373-4141

Luncheon, Card Party Set For Valley Women's Club

A luncheon and card party will be the program at the regular monthly meeting of the Carmel Valley Women's Club, set for noon on Wednesday, March 3, at the Community Center.

Mrs. Kenneth Van Hagen, chairman of the luncheon, will be assisted by Mmes. Robert E. Angell, R. B. Stoney, Paul R. Ceder, Guy Freeman, Harvey D. Hayward, Nelson Leoni, Conrad Olsen, Walter H. Sears, Jacob Zarski, Albert Heinetz, Grace Maher, W. B. Parham, Fred Pastorius, June Martin Wood, Leland Jorgensen, Joseph Ricupero.

Mrs. Fred E. Starr, chairman of the bridge and canasta party, requests that ladies bring their own cards, tallies and table covers. Members are also to arrange their own foursomes for bridge or tables for canasta.

There will be a high and low prize for each table, as well as a door prize, Mrs. Starr announces.

Church in the Round
A Society of Religious Liberals
In the Unitarian Tradition
— SERVICES —
Sundays: 11:02 a.m.
Carmel Legion Hall
Dolores & Eighth, Carmel
P. O. Box 939 — MA 4-4432

CANDY CONCESSION AT WHITE OAK

A recently installed attraction at White Oak Coffee Shop is a home-made candy concession. Mrs. Isabella Higgins herself concocts a chocolate fudge of the meltaway type and a crunchy, indescribable goodie blending butterscotch with peanuts. By the bag or bax, it can be had.

First Baptist Church
OF CARMEL VALLEY
REV. NED HOLMGREN
PASTOR
SHULTE RD. & CARMEL VALLEY RD.
9:45 A. M.
SUNDAY SCHOOL
ALL AGES
11:00 A. M.
MORNING WORSHIP
7:30 P. M.
EVENING SERVICE
A Warm Friendly
Welcome Awaits You

CARMEL VALLEY
CHURCH SERVICES

St. Dunstan's
Episcopal Church
Robinson Canyon Road
SUNDAYS
8 a.m. 9:30 a.m.
11 a.m.
WEDNESDAYS
10 a.m.
REV. JAMES BROCK
624-8663

Carmel Valley
Community
Chapel
11:00 Worship Services
• • •
9:45
Church School Classes
and
Nursery Care
Provided
Rev. Don Johnson
Minister

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Services
Now Being Held Sundays
at the Carmel Valley
Community Center
on Ford Road
Sunday School-9:30 AM
SERVICE 11 AM
(All Are Cordially Invited)

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Serving All Faiths

NEWS FROM HACIENDA CARMEL

by Edward G. Petherick

A rolling home gathers no moss while the owners are like "Bernie" and Dorothy Dresser who have just returned with their Boles 24-footer from a trip to Tucson.

This is a deluxe job that not only has a bathroom but every convenience including the kitchen sink. The Dressers received a stormy welcome at Tucson -- 50 mile winds, sand storms, rain and finally four inches of snow, all within twenty four hours.

However, they are now back at Hacienda Carmel, busily removing the sand from their eyes and ears as well as from their mobile home.

In a couple of weeks, they will be off again but to who knows where! It is too early for Yosemite or Tahoe but almost time for Death Valley.

GARDEN CLUB MEETS

About 40 members of the Hacienda Carmel Garden Club met last week to hear a very interesting talk by Dean Fair of the Valley Hills Nursery.

His subject concerned the do's and don'ts of spring planting and he gave a list of plants that will do best in gardens and patios. Everyone who attended went away with the desire to start digging.

RAMBLING MEMBERS RETURN

Mr. and Mrs. Chilton Apps, Mr. and Mrs. William T. Brown, Elsie Weaver and E. J. Porteous have just returned from a trip to Disneyland, Knotts Berry Farm, Marineland and the Farmer's Market.

Everyone reports having had a wonderful time and they were particularly pleased with the careful driving and courteous treatment received from Sheppard Peterson, who furnished the limousine and conducted the trip.

PUTTER(ing) AROUND

Charles Herschleb and Bruce Mudgett are two of the most dedicated putters we have on the reservation.

Promptly at 8:30 a.m. practically every morning, you can find them on our nine-hole putting green, "having at" one another, both determined to win.

According to their records, since August 1 they have played 2,090 holes. Bruce has made 485 holes-in-one and Charles has made 505.

This is really some sort of a record. They will, however, accept challenges from any members who think they can equal or better their record.

TWO INJURED IN ACCIDENT

Brian and Stacy Guthrie of Laurel Drive suffered bumps and abrasions when the car in which they were passengers crossed the bridge at Rosie's Cracker Barrel and overturned.

Cal-Berkeley Dean Speaks at Confab At Casa Munras

Dr. Milton Chernin, dean of the School of Social Welfare of the University of California at Berkeley, will be the luncheon speaker at the 12th Congressional District "Issues Conference" to be held at the Casa Munras in Monterey on Saturday, March 6, under the auspices of the Carmel Democratic Women's Club.

Dr. Chernin's subject will be "Implementation of the Economic Opportunity Act." He will also summarize the discussions of four morning groups.

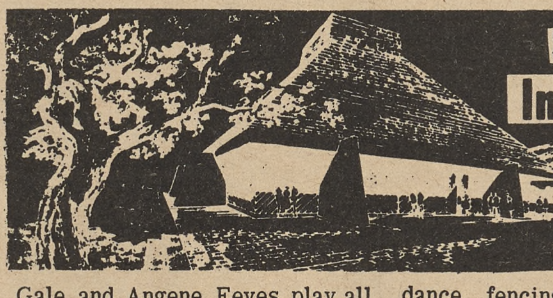
Discussions will begin at 10:00 a.m., following registration and a general session, outlining the conference plans, set for 9:45. Registration will open at 9:00 a.m., and a fee of $1 will be charged.

Dr. J. F. Leach, chairman of history and political science at MPC, will lead a discussion group on the subject of "Taxation."

Dr. H. Arthur Hoverland of the Business Administration Department of the U.S. Naval Postgraduate School, will speak on "Jobs and Automation."

White Oaks Theatre Had Productive Winter, Now Moved Into New Building Near Village

BY AGNES GOOCH



From The Inside - Out

Look who's back again! We've had a long, productive winter, and we hope you've missed reading this column as much as we've missed writing it.

We're completely moved into our new theatre now, between the Tennis Ranch and the Hide-a-Way Motel. There is still a lot of work to do, but we're in our new barn to stay.

To bring you up to date: in October we formed our first Winter Repertoire Company, consisting of Mary Pattie, Tracy Carr, Kate Porter, Tonia Brandt and Ron Mitchell. You may remember the young ladies from our musical productions of the past summer. Ron came to us five months ago from Los Angeles.

Additional actors, local or imported, supplement the company to fill out casting requirements.

Our first winter show, "Look Back In Anger," which opened in November, met with only mild success. But it proved that there is an audience for winter plays, and that White Oaks can put them on with the same eclat as its summer musicals.

The Winter Company's second show -- a mystery-comedy, "The Mousetrap," opened in mid-January, met with much acclaim and is still running. The company also puts on a children's show, "Winnie-The-Pooh," here at the theatre every Sunday, and tours with it every Saturday. It has played from San Francisco to King City.

A second children's show, "The Box Of Seven Faces," written, directed and choreographed by Gale Peterson, opened last week at the theatre and is now touring Northern California sponsored by the Junior League.

Gale and Angene Feves play all the parts, in addition to handling the sound and lights.

Peterson is the artistic director of the theatre, and Miss Feves is director of dance for the training center which now enrolls 50 students, ranging in age from four years to adults.

The company also studies -- its members take lessons in dance, fencing, voice, and acting. Since White Oaks Theatre is a non-profit organization chartered by both State and Federal governments, its actors are not paid and consequently work at regular jobs to take care of the groceries.

Indeed, it's been a busy winter, but that's the way theatre people want it!

Theatre Names New Directors

Newly named to the White Oaks Theatre's board of directors are Frank Crispo, Mark Thomas, Mr. and Mrs. Robert Stanton and Mrs. Charles Washburn from Carmel Valley.

Mr. and Mrs. Kenneth Walker were chosen from Pebble Beach, F. D. Tellwright, Mr. and Mrs. Harvey Hancock, and Mr. and Mrs. Thomson Hudson from Carmel. Also new are Mr. and Mrs. Milton Aukers of Salinas.

Sally Hughes Church and Barbara Cook are board members representing the theatre.

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CVPOA To Study Carmel Valley Road Planlines

(CONT. FROM PAGE 1)

ting forth the position of the CVPOA on the presently proposed four-lane planlines.

"Attendance of interested members will greatly assist the board in its task," he added.

Also on Monday's CVPOA agenda is a discussion of the County's recent appointments to the Lower Valley Advisory Committee to the Planning Commission and consideration of the proposed use of the former Cowan School facility.

Walnut Lodge Foundation, a non-profit group of local physicians, psychologists and private citizens, proposes to conduct there a halfway house for patients with emotional disturbances.

TERMINATING an army career that began some 22 years ago, Maj. Roy Kamiinske retired last week to live on his ranch in Carmel Valley. He said he was retiring to "literally mend my fences." Among numerous awards he won during his military service were the Silver and Bronze stars, Purple Heart and Army and Navy presidential unit citations.

Consultants Begin Slope-Density Study

(CONT. FROM PAGE 1)

information develops we will give it to your County people and they can make it available as they desire."

Mader said his firm was receiving considerable correspondence from residents of Carmel Valley.

"Your people are writing to tell us what they want, but all our replies must go through the County. We cannot get involved with private individuals in the Valley.

"For one thing, there just won't be enough time! We must use the time allotted in a manner as efficient as possible."

The firm recently moved to new offices at Ladera Office Center, 3270 Alpine Road, Menlo Park.

Mader said the newly received contract provides only for a "feasible way of developing slope density control."

"Whether we get into side things beyond that, we can't say yet," he said.

NOTICE

In accordance with section 3071, 3072, of the Civil Code, 1959 Chevrolet pickup seriel no. 3A59L121810, no license plate no., engine no. F6275, will be sold at public auction sale to satisfy a lien at Poor Boy Auto Wreckers, 23 Prunedale Rd., Salinas, California at 8 a.m., 11th of March.

County Planners To Consider Walnut Permit

(CONT. FROM PAGE 1)

start.

The Rev. James Brock, chairman of the foundation's community relations committee, told Buck that the $25,000 down payment has already been pledged by prospective contributors.

A mortgage has been offered on the remaining payments, pending approval today of the needed use permit, he added.

"Doesn't this add up to one whale of a price per patient?" Buck asked.

Brock replied that on a basis of 20 patients, $167 per patient per month would allow the foundation to just clear its costs.

Another audience member asked whether real estate values on surrounding property would be affected.

The question was referred to Roy Woods, chairman of the foundation fund raising committee, who said:

"I don't think it will have any effect at all."

Afterwards, one Valley resident described Woods as "not a realtor, but in real estate."

Grants from several sources are available to build and operate halfway houses, spokesmen said, but Walnut Lodge will not apply for any if they can finance the project through local means.

Allegro Trio To Entertain Carmel Women

The Allegro Trio, consisting of Father H.M.M. Nicholas, violin; Mary Dobel, cello, and Camille Olaeta, piano, will entertain the members of the Carmel Woman's Club on Monday.

A dramatic surprise will complete the program.

Assisting Mrs. William A. Sumner, hospitality chairman, will be Mmes E.M. Porter, George Marshall and Raymond Taylor. Mmes. Charles A. Trumbly, Harry Wingard, Ramona Gahn and S.M. Burwell will preside at the tea table.

Last Monday, Mr. and Mrs. V. J. Kranzles, experimental orchid growers, spoke to the garden section of the club on orchid culture and related topics. They have raised many types of orchids in this vicinity, and find the Monterey Peninsula especially suited to orchid growing.

Mrs. Dudley Miles, garden chairman of the Woman's Club, presented the speakers.

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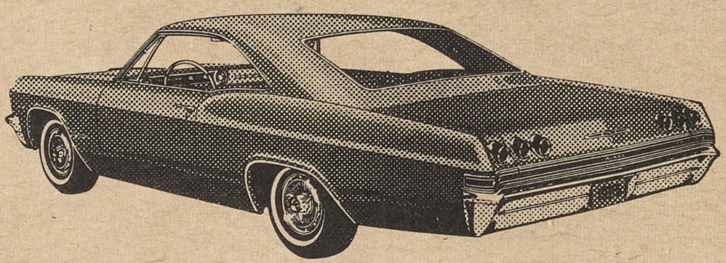

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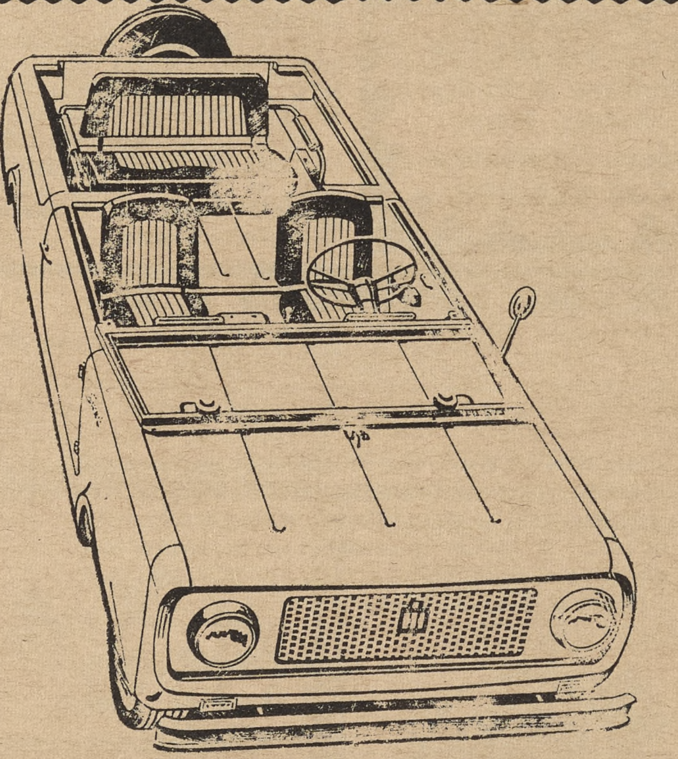

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